

SB115
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Reflex

LIBRARY
NOV 1956
U.S. D.C.

Aztec Paleface Inca Linda

Jumbo Rose Flamingo Crusader
Fire Dance Pink Magic

SPRING 1957

Geo. J. Ball
I N C.
WEST CHICAGO, ILL.
PHONE 299

White Magic

Ballerina

Tango

Prima Donna

Blue Mantle

COME TO SEE US IN '57!

VISIT OUR TRIAL GROUNDS AND FIELD DAY

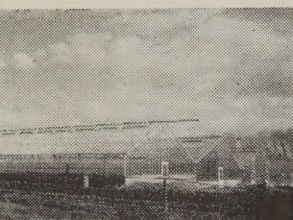
Although you're welcome to come at any time throughout the year and inspect our greenhouse and test gardens, we urge you to make it on our Annual Field Day if this is possible. A visit to Ball's is especially rewarding on Field Day, as we make special preparations for your arrival—our **annual trials** are at their peak, including several hundred samples of **new and noteworthy varieties, special exhibits** and displays, **Mum crops** timed in the greenhouse for Field Day, lunch at noon, etc.



Our trial ground of over 20,000 plants has been handled for the past 2 years all in Jiffy-Pots with remarkable success.



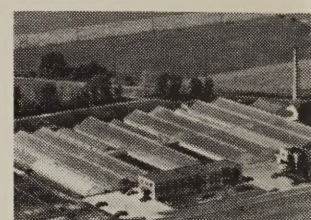
Over 1700 guests visited us last July 25—were you there? If not, we hope to see you next July. (Date will be announced shortly.)



This was the beginning—Geo. J. Ball greenhouse at Glen Ellyn, Ill., in 1907. Ball Asters, Calendulas, and Sweet Peas were developed here.

BALL GREENHOUSES including tests of the latest varieties and production techniques of such commercially important crops as **Mums** of all types, **Snapdragons**, **Carnations**, **Asters**, **Stocks**, and numerous potted plants, including **Begonias**, **Kalanchoes**, **Cyclamen**, etc.

Testing is in progress in the newest material and equipment available in **greenhouse cooling** and **plastic material** for temporary greenhouses.



Although some of our glass is over 50 years old, our range of over 100,000 ft. demonstrates most important recent innovations in greenhouse equipment.



Plant breeding at Santa Paula, California. All varieties developed in California are thoroughly tested for eastern performance.

New Varieties Are the Spice of Your Bedding Plant Program—

BIRTHPLACE OF NEW VARIETIES Petunias, Snapdragons, Begonias, Asters, Coleus, the main emphasis of the Ball Plant Breeding program has always been—and continues to be—in **those seed-produced cut-flower crops and bedding plants** which seem to escape the attention of many other firms who do plant breeding.



In West Chicago the main emphasis of plant breeding is on greenhouse potted plants and cut-flower crops.

SAME DAY SERVICE Still the byword after over fifty years of service to the florist industry. We well realize that changes in plans, oversights, etc., can make it very important that **seeds be shipped promptly for timely sowing**. Orders in our **morning mail** are **shipped the same afternoon** with few exceptions. **Afternoon orders are delivered to the post office the following day** without exceptions. The latest electronic IBM order writing equipment, plus our intricately coordinated, thoroughly trained and experienced staff are necessary to do this job for 20,000 U. S. flower growers.



Our IBM order writing equipment is the latest available to help us deliver fast, accurate service.

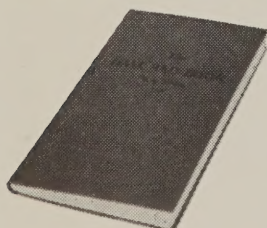


Our staff is well trained and experienced. Average service of our supervisory employees is over 13 years.

BALL PUBLICATIONS "What's the latest dope on . . . ?" is a question often heard in our business of rapid technological changes. While we do not claim these publications will give you **all** the answers, many growers find the **BALL RED BOOK** valuable to have around, and **GROWER TALKS** a **prime source of latest information on flower and plant growing**. We do the best job we can on these publications, considering that we also have to look after the problems of selling seeds, plants and bulbs to florists!

BALL RED BOOK, Ninth Edition. Price, \$2.00.

GROWER TALKS. Published monthly. Contains cultural information on current crops, also other features. 1 year, \$1.25; 3 years, \$3.50.





GEO. J. BALL
1874-1949

THE BALL TRADITION

The Ball tradition of grower service . . .

. . . started fifty years ago with pamphlets and circulars sent out with orders for seed of our special cut-flower varieties.

In recent years modern selling techniques have become prominent in most all retail sales fields. The progressive bedding plant grower will consider the latest techniques and equipment for **selling** bedding plants as well as **growing** them.

On this page we have described services and materials which we are making available to

those bedding plant growers who wish to develop a more efficient sales program.

As always, we invite your questions and comments on our seeds and service.

The Balls



From the left, George, Bob, Vic, and Carl Ball

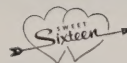
IMPORTANT ANNOUNCEMENT: "SWEET SIXTEEN" SALES KIT

Last year in November you received a large color poster illustrating the most popular bedding plant varieties.

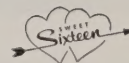
Early next year, in advance of the spring selling season, we will send to all our bedding plant customers, a **sales kit** consisting of posters suitable for display in your bedding plant sales yard—as well as **other sales promotional material**. (There will be a nominal charge for Canadian growers.) Use this material to help in your bedding plant sales next spring!

To take full advantage of these sales producing posters and sales aids, we suggest that you **include in your annual flower seed order some seed of all of the varieties which will be pictured** in full color on the posters.

The 32 varieties at right will be included in this color printed promotional material.



SWEET SIXTEEN TWINS

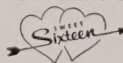


Sweet Sixteen Petunias

1. Ball All Double Mix.
2. California Giants
3. White Magic
4. Pink Magic
5. Prima Donna
6. Tango
7. Ballerina
8. Crusader
9. Blue Mantle
10. Paleface
11. Apache
12. Comanche
13. Red Satin
14. Linda
15. Aztec
16. Glitters

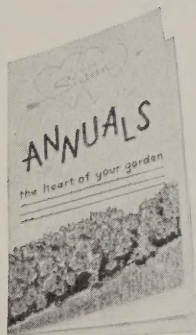
Sweet Sixteen Annuals

17. Lobelia, Crystal Palace
18. Portulaca, Double Mix.
19. Pansy, Roggli
20. Salvia, St. John's Fire
21. Phlox, Twinkle
22. Alyssum, Royal Carpet
23. Impatiens, Dwarf Mix.
24. Phlox, Globe Mix.
25. Verbena, Ideal Mix.
26. Coleus, Rainbow Mix.
27. Dahlia, Unwin's
28. Marigold, Color Magic
29. Snap, Hit Parade
30. Aster, Ball Mix.
31. Zinnia, Cactus
32. Vinca, Coquette



The Sweet Sixteen Symbol appears with each of these varieties as listed in the catalog.

SPECIAL BOOKLET ON BEDDING PLANTS



We are preparing for you to give to your customers, a 16-page booklet entitled "Sweet Sixteen Annuals—the Heart of Your Garden" which will contain helpful hints on handling annuals—suggestions for planting, watering, feeding, arrangement of plants, spacing, etc. Full color pictures of eight Petunias and eight other annuals—all selected as the most popular in their class in most parts of the country.

You will perhaps find use for this booklet in a variety of ways:

1. To hand out to customers when they are looking over your stock. The pictures and diagrams will suggest uses of annuals which they haven't thought of.
2. To insert in statements or mailings—if you have regular mailing lists.
3. To give away at garden club meetings, flower shows, etc.

PRICES: 100 to 900, \$6.00 per 100; 1000 or more, \$50.00 per 1000. Net, prepaid. Slightly higher in Canada. Space for your firm name imprint on back cover.

SALES CARDS — TO HELP SELL YOUR PLANTS

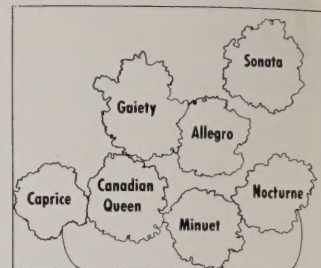
Authentic full color pictures . . . heavy paper—like playing cards . . . sunfast inks . . . water resistant . . . room for pricing . . . helpful sales information on cards . . . size 3 x 4 inches.

Salecards are designed to sell to you at the lowest possible price so that they can be used freely in your bedding plant sales area. Some growers are putting one in each flat or "pak." Growers who have used these cards report that offering colored picture cards with each type of plant sold **greatly increases sales—customers like to take the picture with them**. These brightly colored accurate illustrations of blooming plants placed freely around your bedding plant display will greatly increase interest in your offering, and greater sales will result.

PRICES: Sets of 32 varieties, 1 each of 32 varieties listed above. 1 to 9 sets, \$1.75 per set; 10 or more sets, \$1.50 per set. Net, prepaid. Slightly higher in Canada.

Individual cards available in units of 10 of any one variety: Up to 1000 cards, 5c each; 1000 to 5000, 4c each; 5000 up, 3c each. Net, prepaid. Slightly higher in Canada. Order by card number. Available **only** in varieties listed above.





Here are representative blooms of the 6 fastest selling solid colors plus the popular variegated rose and white Gaiety. See diagram above for variety names.

ALL VARIETIES LISTED
ON THESE TWO PAGES
ARE **HYBRID**
PETUNIAS

Versatile Double Petunias FOR BEDDING, POTS, OR COMBINATIONS

Uses of doubles range all the way from inexpensive flat sales to individual, well shaped 5-inch potted plants.

- Doubles are becoming increasingly popular for sale out of flats, bands, or pots for bedding use. Many bedding plant growers are selling them for the same price as single Petunias.
- For combinations—boxes or pots—they can't be beat! Large, full, double, long-lasting blooms in bright colors on compact plants.
- Many growers use 3-inch or 4-inch pots of well developed blooming doubles for the more "expensive" bedding plant trade. The Ball All-Double Mixture is especially good for this purpose.

However you use them, Ball All-Double Petunias can make money for you—they are the world's finest strains; tested, selected varieties from Canada, the United States, and Japan. Our recommendations are based upon complete trials of all available varieties, both in 3-inch pots in our greenhouses in the spring, and outside in our summer trials.

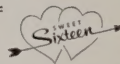
CULTURAL SUGGESTIONS

Doubles must be sown earlier than ordinary Petunias to bloom at the same time. We recommend (Chicago, 50°) January 1 sowing for strong 3-inch for bedding plant sales in late May. For Mother's Day combinations, heavy 3-inch should be sown December 15—no later. For 4- or 5-inch for April and May potted plant sales, a well shaped plant with several blooms needs a November 15 sowing. Doubles, like other Petunias, need good drainage, and cool temperatures—they will lose their dwarf habit of growth if temperatures are run up above 55° (unless there is an abundance of sunshine to offset this).

Certain varieties need one pinch to retain suitable shape for finished plants. They all break very readily. Sonata, Snowball, and Minuet are especially responsive to a pinch.

● BALL ALL-DOUBLE MIXTURE

Our top quality all-purpose double mixture, containing liberal portions of the most popular straight colors blended by formula with our well known large flowered Canadian strain. Varieties contained in this mixture are selected for uniformity of height and blooming date. All important double Petunia colors are represented in this strain. **Our finest double mixture.** ½ tr. pkt., \$2.50; tr. pkt., \$4.00; 1/128 oz., \$7.60; 1/64 oz., \$14.45; 1/32 oz., \$28.00; 1/16 oz., \$55.00.



CANADIAN STRAINS MIXTURES

- **Canadian Mixture, Improved.** Basically improved by the addition of more fine rose, pink and salmon shades. ½ tr. pkt., \$2.00; tr. pkt., \$3.50; 1/128 oz., \$6.65; 1/64 oz., \$12.60; 1/32 oz., \$24.00; 1/16 oz., \$45.00.

Colossal Shades of Rose, Imp. The largest flowered All-Double Petunia. Shades of pink and salmon-rose. ½ tr. pkt., \$1.75; tr. pkt., \$3.00; 1/128 oz., \$6.50; 1/64 oz., \$11.75; 1/32 oz., \$22.00; 1/16 oz., \$40.00.

SEPARATE COLORS

- **Canadian Queen.** Pictured in arrangement, above. A very fine, true pink double, somewhat lighter than Rose of Canada. The large, well ruffled flowers are carried nicely above the compact, bushy plants. A first class, all-around double Petunia. ½ tr. pkt., \$2.00; tr. pkt., \$3.50; 1/128 oz., \$6.65; 1/64 oz., \$12.60; 1/32 oz., \$24.00; 1/16 oz., \$45.00.

Double Petunias

- **Cotton Candy.** An appealing soft creamy salmon suffused with pink, reminiscent of the childhood treat from which it derives its name. Extra large, fully double flowers borne in abundance on vigorous but dense plants. Fine for pots or bedding. Better try some of this.

$\frac{1}{2}$ tr. pkt., \$2.00; tr. pkt., \$3.50; $\frac{1}{128}$ oz., \$6.65; $\frac{1}{64}$ oz., \$12.60; $\frac{1}{32}$ oz., \$24.00; $\frac{1}{16}$ oz., \$45.00.

- **America.** Medium sized bright rose flowers very freely produced on a medium tall plant. If pinched once will produce a very nice pot plant. $\frac{1}{2}$ tr. pkt., \$1.35; tr. pkt., \$2.50; $\frac{1}{128}$ oz., \$4.50; $\frac{1}{64}$ oz., \$8.00; $\frac{1}{32}$ oz., \$14.50; $\frac{1}{16}$ oz., \$28.00; $\frac{1}{8}$ oz., \$55.00.

- **Northern Lights.** Shades of medium deep rose with some bi-colored types. Typical fine Canadian habit of growth.

Black Prince. A bright Burgundy wine color. Flowers are only medium in size, but freely produced.

Rose of Canada. Fully double, bright medium rose flowers about 3 inches across are freely produced on compact, bushy plants.

Prices above 3, each: $\frac{1}{2}$ tr. pkt., \$2.00; tr. pkt., \$3.50; $\frac{1}{128}$ oz., \$6.65; $\frac{1}{64}$ oz., \$12.60; $\frac{1}{32}$ oz., \$24.00; $\frac{1}{16}$ oz., \$45.00.

- **Burpee Orchid.** An excellent, large flowered double, differing from Minuet mainly in its somewhat warmer, rose-lavender shade. Should be pinched for best plant habit.

$\frac{1}{2}$ tr. pkt., \$2.75; tr. pkt., \$4.50; $\frac{1}{128}$ oz., \$8.50; $\frac{1}{64}$ oz., \$16.00.

GLORIOUS (Pan-American) STRAINS

- **ALLEGRO**

(Pictured in arrangement on opposite page.) Medium to large, fully double flowers of clear, bright salmon are carried on fairly dwarf plants. An attractive color in the All-Doubles and the finest in its color class. $\frac{1}{2}$ tr. pkt., \$2.75; tr. pkt., \$4.50; $\frac{1}{128}$ oz., \$8.50; $\frac{1}{64}$ oz., \$16.00; $\frac{1}{32}$ oz., \$29.50; $\frac{1}{16}$ oz., \$58.00.

- **Caprice** (Pictured in arrangement on opposite page.) Medium sized rose-pink flowers are carried on fairly dwarf plants. One of the best rose doubles available.

- **Sonata** (Pictured in arrangement on opposite page.) Extra large, fully double, pure white flowers. Should be pinched to encourage best plant habit.

Prices above 2, each: $\frac{1}{2}$ tr. pkt., \$2.75; tr. pkt., \$4.50; $\frac{1}{128}$ oz., \$8.50; $\frac{1}{64}$ oz., \$16.00; $\frac{1}{32}$ oz., \$29.50; $\frac{1}{16}$ oz., \$58.00.



COTTON CANDY

Minuet (Pictured in arrangement on opposite page.) Medium sized lavender. Tall; should be pinched.

Nocturne. Elk's Pride purple, medium large flowers are borne on vigorous, but compact plants.

Prices above 2, each: $\frac{1}{2}$ tr. pkt., \$2.75; tr. pkt., \$4.50; $\frac{1}{128}$ oz., \$8.50; $\frac{1}{64}$ oz., \$16.00; $\frac{1}{32}$ oz., \$29.50; $\frac{1}{16}$ oz., \$58.00.

Glorious Mixture. Contains both tall and dwarf types in all Pan-American colors. In transplanting, be sure to use both large and small seedlings, thus insuring a complete range of colors. $\frac{1}{2}$ tr. pkt., \$2.25; tr. pkt., \$4.00; $\frac{1}{128}$ oz., \$7.60; $\frac{1}{64}$ oz., \$14.45; $\frac{1}{32}$ oz., \$28.00; $\frac{1}{16}$ oz., \$55.00.

VICTORIOUS (Japanese) STRAINS

- **Gaiety** (Pictured in arrangement on opposite page.) The blotched or variegated flowers combine bright rose-pink with contrasting pure white to produce a "Strawberries and cream" effect. The blooms are medium large, well doubled and fringed, and are carried on dwarf, base-branching plants—qualities which go to make an excellent Petunia for pots. The most popular Victorious variety.

Orchid Beauty, Improved. Orchid, heavily veined deep violet.

- **Attraction.** Striking, brightly colored rose and white mottled. Medium habit.

- **Pink Perfection** (World Beauty). Deep rose color and uniformly dwarf growth.

Snowball. Pure white, average flower size, some small flowered types. Needs pinching for best growth habit.

Blue Monarch. (An improved Blue Brocade.) Purple. Prefer Nocturne.

Sunset Giant. (New.) A bright salmon-scarlet double of Japanese origin. Quite similar, in our trials, to Allegro, but may show slight differences elsewhere.

Victorious Mixture. We blend this mixture ourselves from the above varieties.

Prices above 8, each: $\frac{1}{2}$ tr. pkt., \$2.25; tr. pkt., \$4.00; $\frac{1}{128}$ oz., \$6.50; $\frac{1}{64}$ oz., \$12.00; $\frac{1}{32}$ oz., \$22.00; $\frac{1}{16}$ oz., \$40.00.

Double Petunias are ideal used in combinations and pots for spring sales. In the combination box (left) we used the following sowing dates: Double Petunias, Giant Petunias and Salvia were sown mid-December, around 50° during most of the growing season; Begonias, the same date carried 60°; Coleus January 1, grown 60°; Ageratum, January 1, and Marigolds, February 1, cool temperatures.

F₁ Hybrid Grandiflora

What are F₁ Hybrids?

F₁ Hybrid Petunia seed (like Hybrid Snaps and Hybrid Corn) is seed saved from an artificial cross of 2 specially selected parents—both impart special qualities to the cross and together produce an amazing degree of vigor known as heterosis. Seed saved from F₁ Hybrids generally revert to parent types, producing mixed colors and undesirable types.

CRUSADER



F₁ HYBRID 11 in. Gaily striped, extra bright rose-pink on pure white. Grown in shade the color balance will go to the dark side. Adverse cultural conditions seem to cause them to become lighter, but restoration of normal cultural conditions restores normal color. ½ tr. pkt., **\$1.35**; tr. pkt., **\$2.50**; 1/128 oz., **\$4.50**; 1/64 oz., **\$8.00**; 1/32 oz., **\$15.50**; 1/16 oz., **\$30.00**; 1/8 oz., **\$57.00**; 1/4 oz., **\$108.00**.

CRUSADER



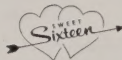
FIRE DANCE

FIRE DANCE

F₁ HYBRID **ALL-AMERICA SELECTION** (New — All-America bronze medal winner for 1956.) This can best be described as a Tango-red which has caught on fire. Because of its rich golden throat which extends throughout and underlies the red of the petals, the whole effect is one of brilliant scarlet or Chinese red compared with the darker red of the variety Tango. Fire Dance is a large fringed grandiflora and is quite free flowering. ½ tr. pkt., **\$1.35**; tr. pkt., **\$2.50**; 1/128 oz., **\$4.50**; 1/64 oz., **\$8.00**; 1/32 oz., **\$15.50**; 1/16 oz., **\$30.00**; 1/8 oz., **\$57.00**; 1/4 oz., **\$108.00**.

NEW BALL EXCLUSIVES FOR 1957

● **Pink Magic** **F₁ HYBRID** (New — see front cover.) This is a large flowered **Celestial Rose Improved** color. Almost identical to White Magic except for its smooth, bright pink color without objectionable veining. Makes an excellent, dwarf pot plant for combination use, and is equally good for bedding. ½ tr. pkt., **\$1.75**; tr. pkt., **\$3.00**; 1/128 oz., **\$5.50**; 1/64 oz., **\$10.00**; 1/32 oz., **\$19.00**; 1/16 oz., **\$36.00**; 1/8 oz., **\$69.00**; 1/4 oz., **\$129.00**.



● **Flamingo** **F₁ HYBRID** (New—see front cover.) Extra large, ruffled flowers of soft pastel shrimp-pink are prominently displayed on vigorous plants. An entirely new color in Hybrid Grandiflora Petunias, and exclusive with Balls for 1957. ½ tr. pkt., **\$1.75**; tr. pkt., **\$3.00**. **Limit 1 tr. pkt.**

● **Jumbo Rose** **F₁ HYBRID** (New—see front cover.) Extra large flowered, ruffled deep rose. This is a fine Petunia for pots and combinations, with flowers as large as Popcorn; a good bedding variety, too. ½ tr. pkt., **\$1.75**; tr. pkt., **\$3.00**. **Limit 1 tr. pkt.**

Petunias

Advantages of F₁ Hybrids

- **Greater vigor.** Fast, strong growth is greatest single advantage of F₁ Hybrids. More plant—more blooms.
- **New colors** are possible from special parent combinations. Considering the low percentage of seed cost to your total receipts for bedding plants, you can afford only the best. Sturdier, larger, more vigorous plants, greater uniformity, plus unique new colors combine to make an unbeatable combination to offer your customers.

WHITE MAGIC



[F₁ HYBRID] (New.) Earliness, large ruffled grandiflora blooms of pure white, heavy production of flowers and dwarf habit of growth are shared in this remarkable new Petunia. Ideal either in pots or for bedding. 1/2 tr. pkt., **\$1.75**; tr. pkt., **\$3.00**; 1/128 oz., **\$5.50**; 1/64 oz., **\$10.00**; 1/32 oz., **\$19.00**; 1/16 oz., **\$36.00**; 1/8 oz., **\$69.00**; 1/4 oz., **\$129.00**.



WHITE MAGIC
The Best White Yet!



PRIMA DONNA

Minstrel **[F₁ HYBRID]** (New). Large, ruffled flowers in various combinations of white and rich violet-blue. **Limit 1 tr. pkt.**

- **Flirt.** **[F₁ HYBRID]** Medium sized, clear bright pink flowers are freely produced on vigorous but fairly compact plants.
- **Fairyland** (New). **[F₁ HYBRID]** Medium large fringed and ruffled flowers of a soft shrimp-salmon shade; lighter than Ballerina. Vigorous and free blooming.
- **Bolero.** **[F₁ HYBRID]** 11 in. Compact, medium rose fringed. Variable and not as vigorous as most hybrids. Prefer and recommend Prima Donna instead.
- **La Paloma.** **[F₁ HYBRID]** 13 in. Large, well fringed flowers of purest white with yellow throat and remarkable vigor are the outstanding points about this fine Hybrid Petunia.
- Snow Lady.** (New.) **[F₁ HYBRID]** A medium large fringed and ruffled white somewhat similar to La Paloma. We prefer White Magic.

• **Prima Donna.** **[F₁ HYBRID]** **ALL-AMERICA SELECTION** Large, heavily ruffled bright rose flowers with darker veins on vigorous, spreading, base-branching plants. Quite similar to the popular Ballerina except for color.

All Four Are
Varieties

• **Ballerina.** **[F₁ HYBRID]** **ALL-AMERICA SELECTION** Extra large frilled flowers of clear, intense salmon that hold their color well under summer sun.

• **Tango.** **[F₁ HYBRID]** 10 in. A bushy plant with luxurious deep green foliage against which the large, bright salmon-scarlet flowers literally stand out like flares. Flowers are moderately fringed and ruffled, and are freely produced. Makes a fine pot plant and is equally good for bedding. Most popular F₁ Hybrid Grandiflora.

• **Blue Mantle** (New.) **[F₁ HYBRID]** Medium sized ruffled flowers of rich violet-blue. Fairly dwarf but erect plant with blooms well displayed. A good bedder, but especially nice for pots.

• **Fire Gleam** (New). **[F₁ HYBRID]** Medium sized ruffled flowers of brilliant, creamy cherry-red—a color that almost seems to glow as if lighted. **Limit 1/128 oz.**

[F₁ HYBRID] GRANDIFLORA MIXTURE

(New.) Enough good F₁ Hybrid Grandiflora Petunia varieties are now available to enable us to offer this carefully blended formula mixture which we make up ourselves. Contains both fringed and ruffled types.

Prices all varieties on this page except White Magic, each: 1/2 tr. pkt., **\$1.35**; tr. pkt., **\$2.50**; 1/128 oz., **\$4.50**; 1/64 oz., **\$8.00**; 1/32 oz., **\$15.50**; 1/16 oz., **\$30.00**; 1/8 oz., **\$57.00**; 1/4 oz., **\$108.00**.



RED SATIN



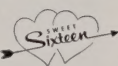
GLITTERS

All-America Winners for 1957

F₁ Hybrid Multifloras

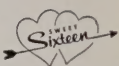
RED SATIN

ALL-AMERICA SELECTION **F₁ HYBRID** (New — All-America Winner for 1957.) More dwarf and compact than Comanche and a bit brighter red in color. May also be more free flowering under some growing conditions. Appeared somewhat more free flowering in our trials last year. All-America Award publicity will sell this variety in 1957. 1/2 tr. pkt., \$1.25; tr. pkt., \$2.25; 1/128 oz., \$4.00; 1/64 oz., \$7.50; 1/32 oz., \$14.50; 1/16 oz., \$26.00; 1/8 oz., \$46.00; 1/4 oz., \$82.00.



GLITTERS

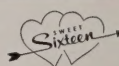
ALL-AMERICA SELECTION **F₁ HYBRID** (New — Top All-America Winner for 1957.) This fiery combination of bright scarlet-crimson and white drew more attention in our trials last summer than any other Petunia. Truly brilliant, and a "must" for bedding plant growers everywhere. All-America Award publicity will sell Glitters in 1957. 1/2 tr. pkt., \$1.35; tr. pkt., \$2.50; 1/128 oz., \$4.50; 1/64 oz., \$8.00; 1/32 oz., \$15.50; 1/16 oz., \$30.00; 1/8 oz., \$57.00; 1/4 oz., \$108.00.



- **Rose Charm.** **F₁ HYBRID** 12 in. Rich, brilliant rose, wonderfully vigorous, free branching and flowering. In our trials each plant reaches a spread of over 2 feet and is literally a solid mass of bloom. Rose Charm has an ideal "bedding" habit of growth. Somewhat procumbent in habit as compared with most Petunias, it forms a sort of "mat" or carpet of bloom in which one plant joins to its neighbor. A real "floral ground cover!"
- **Silver Medal.** **F₁ HYBRID** **ALL-AMERICA SELECTION** 11 in. Medium large flowers of soft salmon-pink are lavishly produced on free-branching, semi-upright type plants. Here is an ideal shade for the trade which likes soft pastel colors.
- **Pink Sensation.** **F₁ HYBRID** **ALL-AMERICA SELECTION** 15 in. One of the most vigorous, free flowering, fast growing "showy" Petunias we have ever seen. Light silvery pink. A very useful Petunia for bedding where a real show of color is wanted.

Pink Beauty. **F₁ HYBRID** (New.) A slightly deeper and clearer shade than Pink Sensation, and more dwarf in growth.

- **Linda.** **F₁ HYBRID** 9 in. Brilliant rosy salmon flowers similar to Silver Medal are carried on bushy, solid plants of great vigor. Will withstand heavy wind and rain without plants breaking down. Somewhat more dwarf than Silver Medal.



- **Brilliancy** **F₁ HYBRID** (New). Quite similar to Apache in its deep cerise-rose coloring but taller and more vigorous in growth. Makes a wonderful show for bedding.

F₁ HYBRID Multiflora Mixture (New). Our own formula mixture of the F₁ Hybrid Multifloras blended to provide a well balanced mixture of colors.

Prices all above varieties (except Red Satin and Glitters): 1/2 tr. pkt., \$1.00; tr. pkt., \$1.75; 1/128 oz., \$3.50; 1/64 oz., \$6.50; 1/32 oz., \$11.70; 1/16 oz., \$20.00; 1/8 oz., \$35.00; 1/4 oz., \$60.00.



VIBRA - SEEDER

Many gadgets for hand sowing of seeds have been tried by our growers. We always come back to the Vibra-Seeder. No parts to change, takes all sizes and shapes of seeds with the same easy vibrating action, which assures an even flow of seed and ultimately an even stand of seedlings. Flashlight batteries not included. **Price: \$2.25 net.**



COMANCHE



LINDA

F₁ Hybrid Multifloras — Indian Series

The Indian Series is offered to help you to sell these free flowering, vigorous **Multifloras** as a group or series. They have somewhat similar height and plant shape, plant well together, bloom the same time. Let one Indian help sell another. Use Comanche to kick off the tribal procession!



● **Comanche.** **F₁ HYBRID** **ALL-AMERICA SELECTION** (Pictured above.) 13 in. A brilliant scarlet-crimson, deeper and more intense than Fire Chief, with larger flowers produced in great abundance on vigorous, fast growing plants. This is the finest red bedding Petunia we have ever seen. A "must" on your list!

● **Apache.** **F₁ HYBRID** 11 in. An intense deep cerise-rose similar in color to Lipstick but much more vigorous and productive.

● **Aztec.** (New.) **F₁ HYBRID** Bright scarlet-red with contrasting gold throat. A smaller flowered version of Fire Dance, but more vigorous in growth with blooms more freely produced.

● **Paleface.** **F₁ HYBRID** 10 in. Without question the most vigorous and extremely free flowering white bedding Petunia in existence, and one of the most noteworthy in our outdoor trials last season. Pure white flowers with small creamy eye.

● **Blackfoot.** (New.) **F₁ HYBRID** The deep purple flowers are produced in abundance on plants of medium height. Somewhat smaller flowered than most Multifloras.

● **Inca.** (New.) **F₁ HYBRID** Bright deep cerise-rose—about the color of Apache but with a lively, contrasting golden throat. Very appealing.

● **Mohawk.** **F₁ HYBRID** (New.) A bright rose-pink between Rose Charm and Pink Sensation in color, and similar in habit to the latter. Very vigorous and free flowering.

● **Sioux.** **F₁ HYBRID** 11 in. A deep, intense salmon shading toward red at throat. Midway between Linda and Comanche in color. Very vigorous and blooms profusely.

AZTEC



Prices all above varieties: 1/2 tr. pkt., \$1.00; tr. pkt., \$1.75; 1/128 oz., \$3.50; 1/64 oz., \$6.50; 1/32 oz., \$11.70; 1/16 oz., \$20.00; 1/8 oz., \$35.00; 1/4 oz., \$60.00.



BE SURE TO INCLUDE
ALL OF THE
SWEET SIXTEEN VARIETIES
ON YOUR
SPRING SEED LIST
THIS YEAR



Ball Grandiflora (Large Flowered) Petunias

285,000 S. There are 3 distinct classes of Grandifloras: the Ruffled, the Fringed, and the Dwarf. Like all Petunias, the most vigorous are the tall ones. The Dwarf Grandifloras make ideal pot plants, but for bedding most of them do not hold up where summers are very warm.

RUFFLED GRANDIFLORAS

- **White Queen.** 12 in. Extra large, wavy, pure white flowers and vigorous growth make this a truly outstanding Petunia. Fine for bedding or pot plant use.
- **Snowstorm.** 12 in. Fine, large flowered white. Similar to White Queen. Makes a nice pot plant.
- **Elk's Pride Dwarf.** 11 in. Our strain of this always popular, rich velvety purple is admirably suited for bedding or porch boxes. Uniform in growth and a ready seller.

Prices above 3, each

Tr. pkt., 85c; $\frac{1}{64}$ oz., \$1.90; $\frac{1}{32}$ oz., \$3.40; $\frac{1}{16}$ oz., \$5.75.

Purple Prince. Large, deep violet-blue flowers on vigorous plants. Outstanding for its rich color and free flowering habit. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.75; $\frac{1}{16}$ oz., \$7.00.

White Cloud. 11 in. We offer the originator's strain.

Burgundy. 12 in. Dark burgundy wine-red with large white throat.

Dwarf Pink Glory. 10 in. Glowing carmine-rose with white throat. Our stock of this fine variety has recently been improved. The small flowered types formerly prevalent have been almost entirely eliminated.

Giant Flaming Velvet. 10 in. The finest velvety mahogany-red on our Petunia list. Larger flowered than King Henry or Velvet Ball, it produces a very striking effect.

Royalty. 12 in. Large ruffled flowers in combinations of purple and white.

Prices above 5, each:

Tr. pkt., 85c; $\frac{1}{64}$ oz., \$1.90; $\frac{1}{32}$ oz., \$3.40; $\frac{1}{16}$ oz., \$5.75.

Summer Night. 10 in. Elk's Pride color but much more bushy and compact than the variety Elk's Pride. Blooms with doubles. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.00; $\frac{1}{16}$ oz., \$7.50.

- **Ruffled Grandiflora Mixture.** A well balanced formula mixture of above varieties in following proportions: 25% White; 25% Pink; 25% purple; 12½% Mahogany-Red; 12½% Wine-Red. Tr. pkt., 60c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.75; $\frac{1}{16}$ oz., \$5.00.

● POPCORN

A Super-Dwarf Grandiflora White

10 in. If you like Snowstorm or White Queen for flower size, but find it a bit tall for certain uses, here is the answer—a really dwarf, large flowered white. Picture the huge glistening white flowers of Snowstorm or White Queen carried on low-growing, upright plants and you have this fine variety. Makes a wonderful plant for pots or combinations, and is equally at home for bedding. Originated by Waller-Franklin Seed Co. A Ball introduction in 1953. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00; $\frac{1}{16}$ oz., \$9.50; $\frac{1}{8}$ oz., \$18.00; $\frac{1}{4}$ oz., \$33.00.

CARNIVAL

(New.) A colorful mixture containing all shades found in the Grandiflora type. Carnival is an entirely new type of Petunia, neither F₁ Hybrid nor line bred. It is mid-way between the two types in vigor. F₂ Petunia seed is seed saved from especially bred and selected F₁ Hybrid varieties. The F₂ seed retains some of the hybrid vigor as well as some uniformity. Carnival is the first such F₂ variety offered in a mixture in the large flowered class. We hesitate to recommend substantial use of this variety for bedding plant purposes, as our trialing has been limited. Suggest you try some to determine whether it is well adapted for your use. Tr. pkt., \$1.50; $\frac{1}{32}$ oz., \$3.85; $\frac{1}{16}$ oz., \$7.00; $\frac{1}{4}$ oz., \$21.00; 1 oz., \$63.00.





FRINGED
SNOWSTORM

● **Carmencita.** 8 in. Makes a nice pot plant. Medium size. Well fringed, bright salmon-red flowers on dwarf, compact plants. $\frac{1}{2}$ tr. pkt., 85c; tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.50; $\frac{1}{32}$ oz., \$6.00.

Dainty Lady. A light cream. The nearest approach to a yellow Petunia. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.35; $\frac{1}{32}$ oz., \$3.75.

Fringed Grandifloras

Dazzler. 9 in. Free flowering, deep carmine-rose; fairly well fringed and very showy. Extra early and dwarf. A fine pot plant variety. Tr. pkt., 60c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.75.

Fluffy Ruffles. An attractive fringed mixture for bedding work. Tr. pkt., 85c; $\frac{1}{64}$ oz., \$1.90; $\frac{1}{32}$ oz., \$3.40; $\frac{1}{16}$ oz., \$5.75; $\frac{1}{8}$ oz., \$10.50.

● **Fringed Snowstorm.** 15 in. Nicely fringed, pure white flowers with faint gold throat are very freely produced. One of the finest for either pots or bedding. $\frac{1}{2}$ tr. pkt., 65c; tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.35; $\frac{1}{32}$ oz., \$3.75; $\frac{1}{16}$ oz., \$6.75.

Light Blue. Campanula-blue, with dark veins and purple throat. Nicely fringed.

Royal Purple. Velvety purple with attractively fringed petals.

● **Theodosia Improved.** 12 in. Extra large, heavily fringed flowers of brilliant glowing rose with golden yellow throat.

Prices above 3, each: tr. pkt., 90c; $\frac{1}{64}$ oz., \$1.80; $\frac{1}{32}$ oz., \$3.30; $\frac{1}{16}$ oz., \$6.00; $\frac{1}{8}$ oz., \$11.00; $\frac{1}{4}$ oz., \$20.00.

Gaiety. 12 in. Medium sized, fringed flowers irregularly marked rose-pink and white. Vigorous in growth but dwarf and spreading in habit. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.75; $\frac{1}{32}$ oz., \$3.00.

● **Fringed Grandiflora Mixture.** A high class mixture made up of the best named varieties in the Fringed class. Tr. pkt., 85c; $\frac{1}{64}$ oz., \$1.90; $\frac{1}{32}$ oz., \$3.40; $\frac{1}{16}$ oz., \$5.75; $\frac{1}{8}$ oz., \$10.50.

Dwarf Grandiflora Petunias

Retain That Neatly Tailored Look

A general objection to Petunias for yard planting is the "straggly" look they get in mid-late summer. For the ultimate in dwarf, neat restricted growth habit, use these outstanding varieties. They have two principal advantages to florists.

1. They bloom very early in **pots or flats or packs.**
2. They retain the dwarf, compact habit of growth throughout the year.

Part of our Petunia breeding work in recent years has been aimed at developing more satisfactory varieties in this class.

POT PLANT TYPES

The past several years' breeding work has yielded several new Petunia varieties which seem admirably adapted to pot plant growth, but are not so universally useful for outdoor planting. Outdoors in an ideal environment these varieties will be quite attractive; but where conditions are not ideal they will appear somewhat inferior to their stronger growing brothers, such as F₁ Hybrids, Doubles, California Giants, Ruffled Grandifloras, etc. So we have taken the liberty of listing the following varieties separately to indicate a special adaptability to growth in pots in the greenhouse in spring. Many of the Petunias listed on the preceding 7 pages also make ideal pot plants. Check variety descriptions for our recommendations.

● **Lace Veil.** Fringed, pure white flowers. Our present stock of Lace Veil is much more uniform and free flowering than two years ago. Habit similar to Setting Sun. Tr. pkt., 85c; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.50.

● **Little Giants Mixed.** 8 in. Small, ruffled California Giant type flowers are freely produced on low growing, uniform plants. Ideal for pots and combination work as well as bedding. Colors range from amaranth-red through rose and pink to white. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.75; $\frac{1}{16}$ oz., \$5.00.

Little Giants, Pink Shades. 8 in. Same habit as Little Giants Mixed but in various shades of pink. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.75; $\frac{1}{32}$ oz., \$3.00; $\frac{1}{16}$ oz., \$5.50.



LITTLE GIANTS

Martha Washington. 8 in. Ruffled lavender-pink flowers; veined throat. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.

● **Robin.** Bred especially for use in pots or for combinations, but equally at home as a border plant. Plants are dwarf and compact, carrying their medium sized, ruffled flowers of rich, bright rose with white throats well above the foliage. $\frac{1}{2}$ tr. pkt., 85c; tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.50; $\frac{1}{32}$ oz., \$6.00.

Salmonet. Nicely fringed flowers of luminous, clear salmon are borne profusely on dwarf plants. Salmonet is the earliest blooming Petunia on our entire list. Valuable for combinations as well as bedding plant sales. $\frac{1}{2}$ tr. pkt., 85c; tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.50; $\frac{1}{32}$ oz., \$6.00.

Setting Sun. Fringed deep rose; rather uneven growth. Tr. pkt., 85c; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.50.

● **Dwarf Erfurt Mixture.** A formula mixture of Dwarf fringed varieties, including those mentioned in the pot plant type listed above. Tr. pkt., 85c; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.50.

California Giant Petunias

285,000 S. Equally at home as pot plants, in combinations of all sorts, and planted out in beds, California Giant Petunias never fail to draw the interest of Petunia buyers. Our finest strain, for early blooming and dwarf habit with extra large flowers, is Ball Dwarf Giant No. 1. Our other listings are most suitable for bed-

ding, and are O. K. for combinations if a little extra height is desirable.

Sow December 15 for heavy 3-inch for Mother's Day combinations and plant sales. January 10 sowing will make blooming 3-inch for late May sales.



● Ball Dwarf Giant No. 1—For Pots



(See illustration.) This is the finest Giant Petunia for spring sales in pots or packs and combination pots or boxes because:

- It is earliest blooming—will throw one large bloom very early in the growth of the plant—**this makes it sell on sight.**
- It is dwarf and compact in habit throughout the season. Does not become "leggy."
- Has largest flowers with delicately netted open throats. The superiority of this strain over other Giant Petunias is maintained by yearly greenhouse selections and trialing at West Chicago. Over 90% large flowers, in shades of orchid, rose, red and bicolors. $\frac{1}{2}$ tr. pkt., \$1.00; tr. pkt., \$1.75; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00; $\frac{1}{16}$ oz., \$9.50; $\frac{1}{8}$ oz., \$18.00; $\frac{1}{4}$ oz., \$34.00.

Three Separate Colors . . .

from this mixture are also available. Some growers buy these colors separately and mix according to their own requirements.

Orchid

Rose-Red

Rose and White

Prices above 3, each: $\frac{1}{2}$ tr. pkt., \$1.00; tr. pkt., \$1.75; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00; $\frac{1}{16}$ oz., \$9.50; $\frac{1}{8}$ oz., \$18.00; $\frac{1}{4}$ oz., \$34.00.

- **Ball Dwarf Giant No. 2—For Bedding.** Some growers prefer this strain for bedding use because it is somewhat more vigorous in growth and includes some pink and copper shades which it is impossible to breed into the extra dwarf, early blooming No. 1. Taller and somewhat later blooming than No. 1.

Ramona. Large, open throated flowers about half rose, balance pink and lavender. 95% large flowered. Bred especially for pots and combinations.

Prices above 2, each: $\frac{1}{2}$ tr. pkt., \$1.00; tr. pkt., \$1.75; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00; $\frac{1}{16}$ oz., \$9.50; $\frac{1}{8}$ oz., \$18.00; $\frac{1}{4}$ oz., \$34.00.

California Giants Mixture No. 5. A very complete and attractive mixture of colors in the tall Giant class. Free flowering for bedding.

Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.35; $\frac{1}{32}$ oz., \$2.50; $\frac{1}{16}$ oz., \$4.50.

California Giant—Supreme Florists' Strain. Fine bedding mixture in soft shades of pink, rose and salmon.

Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.75; $\frac{1}{32}$ oz., \$3.00; $\frac{1}{16}$ oz., \$5.50.

Multibloom Mixed. (New.) Where summer heat is not too intense or prolonged, this strain is bushier and more free flowering, when used for bedding, than the regular No. 1 or No. 2 strains. Typical California Giant Flower size and color range. $\frac{1}{2}$ tr. pkt., \$1.00; tr. pkt., \$1.75; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00; $\frac{1}{16}$ oz., \$9.50; $\frac{1}{8}$ oz., \$18.00; $\frac{1}{4}$ oz., \$34.00.

Giant Rainbow Strain. Excellent mixture. $\frac{1}{2}$ tr. pkt., 65c; tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.85; $\frac{1}{32}$ oz., \$3.25; $\frac{1}{16}$ oz., \$5.75.

SEPARATE COLOR VARIETIES

White Giant. Pure white petals with yellow throat. This is a definite improvement on the old Rheingold.

Copper-Red, Dark. Attractive deep coppery crimson.

Glamour. A beautiful rich salmon-rose, shading lighter toward the throat.

Prices above 3, each: $\frac{1}{2}$ tr. pkt., \$1.00; tr. pkt., \$1.75; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.

MISCELLANEOUS PETUNIAS

TALL HYBRIDAS

Taller and stronger growers than the Dwarf class. Well suited for bedding, especially where heat and drought prevail.

General Dodds. Deep amaranth-red.

Tr. pkt., 40c; $\frac{1}{4}$ oz., \$1.20; 1 oz., \$3.60.

Howard's Star Imp. Medium tall, velvety crimson with large white star in each flower. Our strain comes quite true to the starred type. Tr. pkt., 75c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$5.50.

THE BALCONIES

The growth of Balconies is strong and tends to lengthen, making them suitable for window boxes, combinations or bedding.

Black Prince. Deep velvety crimson-red

Royal Rose

Prices above 2, each: tr. pkt., 40c; $\frac{1}{16}$ oz., 65c; $\frac{1}{8}$ oz., \$1.15; $\frac{1}{4}$ oz., \$2.00; 1 oz., \$6.75.

White

Crimson

Blue

Mixture

Prices above 4, each: tr. pkt., 40c; $\frac{1}{8}$ oz., 80c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$4.75.

Dwarf Hybridas

THE 10 BEST DWARF HYBRIDAS ARE INDICATED BY DOTS

285,000 S. Each year on the basis of reports from customers, as well as from our own flowering trial reports, we revise our recommended list of 10 best varieties. It should be noted that this list does not include the F₁ Hybrids listed on pages 6 and 7—we have placed these varieties in a "class by themselves."

● ADMIRAL

10 in. This is our finest and most popular blue Petunia. Large, attractively ruffled flowers; clear bright velvety blue. Ideal for either pots or bedding. Tr. pkt., 80c; $\frac{1}{4}$ oz., \$1.65; $\frac{1}{32}$ oz., \$2.90; $\frac{1}{16}$ oz., \$5.25; $\frac{1}{8}$ oz., \$9.50.

Blue Bird. Medium small lavender-blue flowers. Tr. pkt., 40c; $\frac{1}{4}$ oz., \$1.35; 1 oz., \$4.25.

Blue Bedder. Vigorous growth, large flowers, less lavender shading and more blue than above two. Tr. pkt., 40c; $\frac{1}{4}$ oz., \$1.35; 1 oz., \$4.25.

● CELESTIAL ROSE IMPROVED

10 in. Deeper rose coloring and slightly larger flowers than the original stock. Unexcelled for pot plant work or bedding. Our strain has been unsurpassed in the florist trade for over a decade. Tr. pkt., 60c; $\frac{1}{8}$ oz., \$1.15; $\frac{1}{4}$ oz., \$2.00; 1 oz., \$6.50.

● **Cheerful.** 11 in. Medium large, star-shaped flowers of clear salmon are freely produced on uniform, fairly dwarf plants. Tr. pkt., 75c; $\frac{1}{16}$ oz., \$2.00; $\frac{1}{8}$ oz., \$3.75; $\frac{1}{4}$ oz., \$6.00.

Cockatoo. Irregularly marked purple and white. Tr. pkt., 75c; $\frac{1}{32}$ oz., \$1.50; $\frac{1}{16}$ oz., \$2.75; $\frac{1}{8}$ oz., \$5.25.

Cream Star. 11 in. Star-shaped, creamy white. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.25; $\frac{1}{4}$ oz., \$2.25.

● **Elk's Star.** 10 in. Deep velvety crimson with white star. Tr. pkt., 60c; $\frac{1}{16}$ oz., \$1.80; $\frac{1}{8}$ oz., \$3.30; $\frac{1}{4}$ oz., \$6.00.

Fair Lady. Light pink. For flat sales and bedding we recommend Pink Sensation which is more vigorous and uniform. Tr. pkt., 60c; $\frac{1}{16}$ oz., \$1.40; $\frac{1}{8}$ oz., \$2.50; $\frac{1}{4}$ oz., \$4.25.

● **Fire Chief.** ALL-AMERICA SELECTION 11 in. Newly opened flowers are a true scarlet-red, turning to deep salmon-rose with age. Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.65; $\frac{1}{8}$ oz., \$2.90; $\frac{1}{4}$ oz., \$5.00.

Glow. 10 in. Bright rose-red flowers are produced in abundance on dense growing, vigorous plants of uniform habit. Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.25; $\frac{1}{8}$ oz., \$2.00; $\frac{1}{4}$ oz., \$3.75; 1 oz., \$13.50.

● **Heavenly Blue.** 13 in. An old favorite, and rightly so. Still the best silvery blue in this class. This medium to light blue shade combines beautifully with other bedding subjects. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; 1 oz., \$6.00.

Igloo. 9 in. White. Extra dwarf, well shaped plant. Clean, bushy habit. Tr. pkt., 60c; $\frac{1}{8}$ oz., \$1.15; $\frac{1}{4}$ oz., \$2.00; 1 oz., \$6.50.

King Henry. 10 in. Deep velvety crimson or mahogany-red. Compact growth makes this a choice pot plant variety. Tr. pkt., 75c; $\frac{1}{32}$ oz., \$1.50; $\frac{1}{16}$ oz., \$2.75; $\frac{1}{8}$ oz., \$5.25; $\frac{1}{4}$ oz., \$10.00.

Lipstick. 10 in. Bright cerise-rose (near Glow) flowers faintly shaded salmon, with white throat, are carried on fairly dwarf plants of uniform size. Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.65; $\frac{1}{8}$ oz., \$2.90; $\frac{1}{4}$ oz., \$5.00.

● **Moonstone.** (Nearest to yellow.) This F₂ Petunia is vigorous in growth with freely produced Multiflora type flowers of light ivory-yellow. Blends well with purples and blues. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$3.50; $\frac{1}{16}$ oz., \$6.50; $\frac{1}{8}$ oz., \$12.00.

Rosy Morn. 10 in. Popular rose-pink with large white throat. Tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$5.25.



CELESTIAL ROSE IMP.

Salmon Supreme. 14 in. Clear salmon-pink flowers. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.50; $\frac{1}{16}$ oz., \$2.75.

Snow Queen. 14 in. Pure white. Free flowering habit. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; 1 oz., \$6.00.

● **Snowball Imp.** 8 in. Pure white. Compact and uniform, yet vigorous. Tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.80; 1 oz., \$5.40.

● **Topaz Queen.** 10 in. A remarkable color combination of glowing carmine-rose with distinct orange-scarlet overtone. Medium large flowered and striking for both bedding and pots. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; 1 oz., \$6.00.

Twinkles. 8 in. Very showy rose-pink with white star. Uniform growth and markings. Tr. pkt., 60c; $\frac{1}{8}$ oz., \$1.70; $\frac{1}{4}$ oz., \$3.00; 1 oz., \$9.00.

● **Velvet Ball.** 10 in. Dark red; almost identical to King Henry in color but more spreading in growth and better adapted for bedding use. Tr. pkt., 75c; $\frac{1}{32}$ oz., \$1.50; $\frac{1}{16}$ oz., \$2.75; $\frac{1}{8}$ oz., \$5.25; $\frac{1}{4}$ oz., \$10.00.

Viola cea. 15 in. Deep purple. Tr. pkt., 40c; $\frac{1}{4}$ oz., \$1.40.

● BEST FORMULA MIXTURE

We mix this ourselves, blending the best contrasting colors in proportions pleasing to the eye. Fine for spring flat or pack sales. Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.00; $\frac{1}{8}$ oz., \$1.85; $\frac{1}{4}$ oz., \$3.50; 1 oz., \$10.00.

Dwarf Hybrida Mixture. A careful blend of the above varieties. Tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$4.50.

Dwarf Hybrida Starred Mixture. Nice mixture of starred types. Tr. pkt., 75c; $\frac{1}{4}$ oz., \$3.00; 1 oz., \$9.00.

Crown Jewels (Gleam Mixed—New). A formula blend of five colors in the Hybrid or bedding class which have been specially developed to be of uniform size and habit for better conformity in mixtures. Contains red, rose, mid-blue, dark blue and ivory-yellow. This is an F₂ variety. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.75; $\frac{1}{16}$ oz., \$5.00; $\frac{1}{8}$ oz., \$9.00; $\frac{1}{4}$ oz., \$16.50.

COLLECTION. For growers who are interested in trying all the 10 Best Varieties separately rather than in a mixture, we offer a tr. pkt. of each of the named dotted varieties for \$5.75.

Popular Annuals For Bedding and Cutting

Listed alphabetically through page 56.
Perennials on pages 57 to 65.

To better enable you to judge the amount of seed you'll need for your planting requirements we have indicated the number of seeds per ounce of all important items listed. For example: **ACROCLINIUM**—8500 S means 8500 seeds per oz. These figures must NOT be accepted as indicating the number of plants to be expected. Under favorable germinating conditions most large seeds will germinate 60 to 70 percent. In figuring your seed requirements, keep in mind that it is also good practice to select only the most vigorous seedlings, except in the case of mixtures, when seedlings should be transplanted "as they come."

The dot (●) indicates varieties most dependably satisfactory in our experience and observation.

CRAZY QUILT FLOWER SEED MIXTURE

A formula mixture of half tall annuals. Over 50 different varieties. 1 oz., 30c; 4 ozs., 95c; 1 lb., \$2.80.

ABUTILON (Flowering Maple)

Giant Flowered Mixed. 10,000 S. 3 ft. Extra large and early flowering. Ornamental leaves. Tr. pkt., 40c; 1/8 oz., \$1.25.

ACHIMENES

Mixed Colors. 2,000,000 S. Brilliantly colored, trumpet-like flowers in velvety tones of red, violet and white. Makes a nice spring and summer pot plant. Culture like Gloxinias. Tr. pkt., \$1.50.

ACROCLINIUM

Sensation Giants. 8500 S. An extra large semi-double strain of brightly colored Strawflowers for cutting. Shades of rose, pink and white. Tr. pkt., 20c; 1/4 oz., 35c; 1 oz., \$1.00.

AGATHAEA

Coelestis (Blue Daisy). 27,000 S. Fairly tall (2 ft.) and useful for cutting. Of slow germination. Tr. pkt., 30c; 1/4 oz., 90c; 1 oz., \$2.70.

ADIANTUM FERN

Ocean Spray. (New.) A sturdier growing form of this popular Fern. Fine for pots and combinations or for cutting, and easily grown from seed (spores). Full growing instructions with each order. Tr. pkt., \$1.75.

ADIANTUM,
OCEAN SPRAY



NEW AGERATUM, BLUE MINK

AGERATUM

MEXICANUM. 200,000 S. Most seed-produced strains vary somewhat in habit but make satisfactory material for flat sales.

● **Blue Bedder.** Fairly uniform in growth and color with medium large, freely produced, bright blue flowers. 12 in. Tr. pkt., 40c; 1/8 oz., 90c; 1/4 oz., \$1.60; 1 oz., \$5.00.

● **Blue Mink** (New). Tetraploid. Large, powder-blue flowers are liberally borne on 12-inch plants. Early blooming and of unusually uniform habit. Tr. pkt., 60c; 1/8 oz., \$1.65; 1/4 oz., \$3.00; 1 oz., \$9.00.

● **Blue Cap.** Small, bright orchid-blue flowers freely produced on uniform bushy plants. The most dwarf and uniform blue Ageratum. 10 in. Tr. pkt., 40c; 1/4 oz., \$1.20; 1 oz., \$3.60.

Midget Blue. Medium sized, clear blue flowers are freely carried on dense, small-leaved plants. 12 in. U. S. grown seed. Tr. pkt., 40c; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1 oz., \$6.00.

Blue Ball Improved. 12 to 14 in. Large flowered, medium blue. Tr. pkt., 35c; 1/8 oz., 70c; 1/4 oz., \$1.30; 1 oz., \$4.25.

Tall Blue. 24 to 30 in. Medium sized, light blue. Tall strain for cutting. Tr. pkt., 30c; 1/4 oz., 55c; 1 oz., \$1.65.

Fairy Pink. 12 in. Shades of lavender-pink. Tr. pkt., 50c; 1/8 oz., \$1.00; 1/4 oz., \$1.85; 1 oz., \$6.50.

Imperial Dwarf White. 12 to 15 in. Medium dwarf, creamy white. Tr. pkt., 50c; 1/4 oz., \$1.25; 1 oz., \$4.00.

Golden Ageratum (Lonas inodora). 128,000 S. Large clusters of Ageratum-like golden yellow flowers are freely produced on 12- to 15-inch plants. Very colorful for bedding or borders. Tr. pkt., 40c; 1/16 oz., 80c; 1/8 oz., \$1.50; 1/4 oz., \$2.75.



BE SURE TO INCLUDE ALL OF THE
SWEET SIXTEEN VARIETIES
ON YOUR SPRING SEED LIST THIS YEAR

POSTERS
SALESCARDS
BOOKLET
WILL FEATURE THEM!





ALOE

Variegata (Tiger Aloe), 6500 S. 2-inch pot plants of this attractive green and yellow tigered succulent can be produced in less than a year. A valuable item for florists.

100 seeds, **\$1.65**; 500 seeds, **\$7.00**; 1000 seeds, **\$12.00**.

Ferox (African Wart Aloe), 9400 S. A fast growing succulent that will produce small salable plants in 6 to 8 months from sowing. Much faster growing than Aloe Variegata.

100 seeds, **55c**; 250 seeds, **\$1.10**; 500 seeds, **\$1.90**; 1000 seeds, **\$3.25**.

ALYSSUM

90,000 S. All are delightfully fragrant and do well even in poor soils. Valuable for combinations or bedding where summer temperatures are not extreme.

● **Royal Carpet** ALL-AMERICA SELECTION 118,000 S. Violet-purple flowers are freely produced on plants about four inches high and ten inches across. Makes a nice border plant.
Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.30**; 1 oz., **\$3.90**; 4 oz., **\$13.00**.

● **Carpet of Snow** (Snowcloth). Produces a very dense, flat mass of white flowers, 3 to 4 inches high by 8 to 10 inches across.
Tr. pkt., **20c**; $\frac{1}{4}$ oz., **35c**; 1 oz., **\$1.00**; 4 ozs., **\$3.35**.

Little Gem. 5 in. Dense, rounded heads of white flowers; does not spread.
Tr. pkt., **20c**; $\frac{1}{4}$ oz., **35c**; 1 oz., **\$1.00**; 4 ozs., **\$3.00**.

Snowdrift (Maritimum Tetraploid). Large, snowy white blooms on uniform, 12-inch plants. Satisfactory for cutting.
Tr. pkt., **30c**; $\frac{1}{4}$ oz., **90c**; 1 oz., **\$2.70**.

Violet Queen. 5 in. Violet flowers borne on dwarf plants.
Tr. pkt., **25c**; $\frac{1}{4}$ oz., **60c**; 1 oz., **\$1.80**; 4 ozs., **\$6.00**.

Violet King. (New.) Dwarf plants, 4 inches high. Deeper in color and more compact than Violet Queen.
Tr. pkt., **45c**; $\frac{1}{4}$ oz., **\$1.50**; 1 oz., **\$4.50**; 4 ozs., **\$15.00**.



AGERATUM, BLUE CAP

ALYSSUM, ROYAL CARPET



Perennial Alyssum. See page 57.

ANCHUSA

Blue Bird (Capensis). 1100 S. Attractive, small, deep blue flowers. 18 to 24 in.

Tr. pkt., **30c**; $\frac{1}{4}$ oz., **60c**; 1 oz., **\$1.80**.

Perennial Anchusa. See page 57.

AMARANTHUS

28,000 S.

Molten Fire. 4 ft. Attractively variegated deep red foliage. Plants do best when not transplanted and prefer dry, sunny locations. Tr. pkt., **25c**; $\frac{1}{4}$ oz., **70c**; 1 oz., **\$2.10**.

Tricolor Splendens. 60,000 S. 3 ft. Beautiful foliage. Green, red and yellow. Handle like Coleus.
Tr. pkt., **25c**; $\frac{1}{4}$ oz., **60c**; 1 oz., **\$1.80**.

Crimson Pygmy. 8 in. For combinations.
Tr. pkt., **25c**; $\frac{1}{4}$ oz., **60c**; 1 oz., **\$1.80**.

ARCTOTIS

Grandis. 25,000 S. 24 to 30 in. Single silvery white flowers with dark blue center.

Large Flowered Hybrids. 3700 S. 12 in. Gerbera-like flowers in many beautiful colors.

Prices above 2, each: tr. pkt., **50c**; $\frac{1}{4}$ oz., **\$1.50**; 1 oz., **\$4.50**.

ASPARAGUS

750 S. We offer seed from a California specialist which germinates around 65% to 75% in a soil temperature of 70°.

Plumosus

Sprengeri

Prices above 2, each: 100 seeds, **30c**; 250 seeds, **70c**; 1000 seeds, **\$2.50**; 5000 seeds, **\$10.00**.

Perennial Asparagus. See page 58.

ASTERS

See pages 14-17.

Perennial Asters. See page 58.

Baby's Breath. See Gypsophila, page 29, and Euphorbia Corollata, page 60.

Bachelor Button. See Centaurea, page 23.

BALSAM

DOUBLE BUSH FLOWERING. 3300 S. 15 in. Attractive double flowers are carried above the foliage in this bush flowering class rather than being hidden in the leaves.

Scarlet

Rose

White

Mixture

Prices above 4, each: tr. pkt., **40c**; $\frac{1}{4}$ oz., **75c**; 1 oz., **\$2.25**.

Double Camellia-Flowered Mixed. 24 in.

Tr. pkt., **15c**; $\frac{1}{4}$ oz., **30c**; 1 oz., **\$1.00**.





Ball Asters pictured in color at left.



Aster flowering trials at West Chicago. Phil Jones and Vic Ball looking them over.

Ball Asters

(WILT RESISTANT—12,000 S.)

SEE CULTURAL INSTRUCTIONS ON PAGE 17.

More growers each year are turning to off-season Asters for a dependable, money-making crop indoors or out—some, in fact, are growing them almost the year around under glass. Treated this way, as a regular greenhouse crop, they require only additional lights, steam sterilized soil, and a 50° house to grow them to perfection—and they'll hold up in the display case or home nearly as long as Mums; an important point.

One thing is essential, though; a strain bred especially for florists' use. Toward this end, we started 10 years ago to develop the Ball Asters. At that time growers everywhere complained bitterly of the open, yellow centers in their Asters, and their uneven habit of growth and flower size. The Ball Aster produces very few open centers; the stems are long and strong, and the flowers

large—often 4 inches across. Most of today's growers say they can't afford the cheaper seed, and when you stop to consider that 2 dozen more salable flowers out of a trade packet will pay for the extra seed cost, it seems a real waste of labor to grow the ordinary sorts.

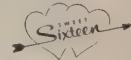
To maintain the full doubleness and high quality of these varieties calls for annual production of specially selected planting stock. Without this constant yearly program, these strains will rapidly revert to the old open-centered types. That's why it's important to buy originator's seed. All other is at least 2 generations removed from the originator's controlled line-breeding.

NOTE: Because of their extreme doubleness these Asters are shy seeders and are sometimes in short supply. Early ordering will help insure your requirements.

- **Azure Ball.** Of the same fully double, long-stemmed type as our other Ball Asters, but with slightly smaller flowers (3 to 3½ in.) of clear light blue. Blooms August 20.
- **White Ball.** Large flowers (3½ to 4 in.), exceptional doubleness, and fine, stiff stems are the outstanding points about this excellent pure white Aster. Blooms about August 25.
- **Rose Ball.** Rich, deep rose with fully double 3½- to 4-inch, incurved flowers which resemble a medium sized Chrysanthemum. Blooms August 25.
- **Purple Ball.** (New.) Large incurved flowers similar to the popular Rose Ball except for its bright purple color. Blooms August 20.

- **Pink Ball.** Large (3½ to 4 in.), fully double flowers of soft shell-pink carried on long stems. Blooms August 20. Excellent flowered under lights in early spring. Needs very little disbudding.
- **Phlox Ball.** (New.) The newest of the Ball Series of Asters with fully double, medium large flowers of soft peachblossom-pink. Blooms September 1.
- **Early Pink Ball.** (New.) A light shell-pink similar in color to Pink Ball but a week earlier. Fully double, 3½ inch flowers on long, strong stems. Blooms August 12.

Ball Florist Mix. A balanced formula blend of all the above extra double Ball type Asters. Excellent for bedding.



Prices above 8, each: tr. pkt., \$1.75; ¼ oz., \$3.20; 1 oz., \$9.60.

COLLECTION: 1 tr. pkt. each of above named varieties (Except Early Pink Ball), 6 pkts., \$9.50.

Wilt-Resistant Asters—Continued

QUEEN OF THE MARKET

Early August-flowering class; rather short-stemmed. Partly resistant. We much prefer the new fully double Ball Strains which can be flowered at this season through additional early lighting. See page 17 for schedules.

- **Azure-Blue.** A clear, light lavender-blue.
- **White.** The earliest worth-while cut-flower white.
- Ballet Queen.** Deep salmon-rose; very resistant.
- Dark Blue.** Fairly deep shade of purple.
- Deep Rose.** Of the popular Ball Deep Rose color.
- Flesh-Pink.** Shell-pink; deepening as it matures.
- Crimson.** Plant moderately of this heavy color.
- Queen of the Market Mixture.**

Prices above 8, each:

Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$7.00.

THE ROYALS

Bloom just ahead of the American Branching class.

- **Ball White Early.** A good resistant white.
- **Ball Deep Rose.** Long-stemmed, bright deep rose.
- **Ball Deep Purple.** A rich, deep color; long stems.
- **Azure-Blue.** A fine commercial cut-flower variety.
- **Shell-Pink.** A clear shade of pastel pink.
- Royal Mixture.**

Prices above 6, each:

Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$7.00.

AMERICAN BRANCHING

The standard long-stemmed, midseason class, flowering with us in late August.

- **Heart of France.** Distinctive scarlet-crimson color.
- Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$12.50.
- **Azure-Blue.** An excellent, clear light blue.
- **Ball White Late.** Popular midseason white.
- Deep Rose.** Long stems and large flowers.
- Peach Blossom.** Lavender-pink, paler near center.
- Purple.** Rich violet-purple. Long-stemmed.
- Rosalie.** Deep, rich rose.
- Semple Pink.** Standard shell-pink variety.
- Sensation.** Red. A favorite in the South.
- American Branching Mixture.**

Prices above 9, each:

Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$7.00.

PRINCESS ASTERS

These types have crested or cushioned Anemone centers, forming fairly hard, medium sized flowers. Late August.

- **Anne.** Light peachblossom-pink.
- **Barbara.** Very attractive orchid-lavender.
- Bonnie.** Silvery salmon-rose.
- **Elizabeth.** Fine pure white.
- Goldilocks.** Creamy yellow.
- Linda.** Pure, clear rose.
- **Margaret.** Long-stemmed, deep rose.
- Marsha.** Deep reddish crimson.
- Susan.** Pleasing deep blue.
- Virginia.** Mid-blue.
- Princess Mixture.** Formula blend of the above varieties.

Prices above 11, each: Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00; 4 ozs., \$10.00.

BOUQUET TYPE

Improved Crown Asters. Wilt-resistant, longer stems and larger flowers. A class of upright branching Asters developed for the cut-flower market. 24-inch plants carry 3-3½ inch, fully double flowers at the top, to be cut as one bunch.

- | | |
|----------------|-------------------|
| White | Scarlet |
| Rose | Azure-Blue |
| Crimson | (New) |
| | Rose-Pink |

Powderpuffs. A showy blend of the above and other colors in this class.

Prices above 7, each:

Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.



BOUQUET TYPE ASTERS

EARLY BEAUTIES

A fine, long-stemmed class that always flowers in time to escape the average first frosts of the middle states.

- **Early Beauty Silvery Rose.** Fine, large flowered light rose.
- **Azure Foiry.** Long stemmed and large flowered azure-blue.
- Crimson.** Color similar to Heart of France.
- Deep Rose.** A good deep rose.
- Purple.** Long stemmed deep purple.
- Shell-Pink (September Beauty).** Delicate light pink.
- **White.** Long-stemmed and choice.
- Early Beauty Mixture.**

Prices above 8, each:

Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00; 4 ozs., \$10.00.

SHAGGY TYPES

This includes the Early California Giants and the Cregos. Both have interlaced petals producing a fluffy effect.

- Early Giant Light Blue.** Extra large and early-blooming with full petaled, shaggy flowers of clear, light blue. Aug. 20-25.
- Early Giant Rose Marie.** An excellent large flowered, bright deep rose. Aug. 20-25.
- Early Giant Peach Blossom.** Pleasing light pink. Aug. 20-25.
- Early Giant White.** Fluffy, pure white flowers.
- California Giant Dark Purple.** Highly resistant, rich purple. Sept. 25-Oct. 1.
- Early Giants Mixed.**
- Prices above 6, each:
- Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$12.50.
- **Crego Azure-Blue.** Fine light blue. Sept. 10 to 15.
- Crego Blue Flame.** Deep bright blue. Sept. 5 to 10.
- **Crego Deep Rose.** Fine large flowered variety. Sept. 10 to 15.
- Crego Orchid.** Attractive orchid-lavender. Sept. 5 to 10.
- Crego Peach Blossom.** Light rose-pink. Sept. 10 to 15.
- Crego Purple.** A rich, bright color. Sept. 5 to 10.
- Crego Shell-Pink.** Light clear pink. Sept. 10 to 15.
- **Crego White.** Excellent pure white. Sept. 5 to 10.
- Crego Mixture.**

Prices above 9, each:

Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$7.00.

SINGLE ASTERS

Single Base-Branching Mixture. Upright, base-branching plants. Tr. pkt., 30c; ¼ oz., 45c; 1 oz., \$1.50; 4 ozs., \$5.00.

Single Rainbow Mixture. (Special Florists' Strain). An attractive mixture of medium sized, single blooms.

Tr. pkt., 30c; ¼ oz., 45c; 1 oz., \$1.50; 4 ozs., \$5.00.

MISCELLANEOUS RESISTANT MIXTURES

Double Varieties Mixed. Cut-flower mixture.

Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.90; 4 ozs., \$6.50.



KIRKWELL ASTERS

Non-Resistant Asters

DWARF ASTERS

KIRKWELL

Similar to the Remo varieties except that blooms are somewhat more double. Plants are 12-14 inches tall and admirably suited for summer pot plants—flowering around mid-August.

Light Pink **Dark Blue**
Deep Rose **Mixture**
Crimson

Prices above 5 varieties, each:
Tr. pkt., 75c; ¼ oz., \$2.00;
1 oz., \$6.00.

REMO

Two-inch flowers with yellow centers are freely produced on upright, branching plants 12-16 inches tall. Cut entire plant.

Light Rose **Light Blue** **Dark Blue**
Dark Red **Mixture**

Prices above 5, each: tr. pkt., 45c; ¼ oz., \$1.25; 1 oz., \$3.75.

IMBRICATED POMPONS

(17,000 seeds per oz.)

Small, rounded flowers produced on upright growing, compact plants about 15 inches tall. Excellent for pot plants.

Rose **White** **Mixture** of all colors.

Prices above 3 each: tr. pkt., 45c; ¼ oz., \$1.30; 1 oz., \$3.90.

- **Gerhart Hauptmann.** (New.) Bushy, compact plants heavily covered with 2-inch ball-like double flowers of rich, cinnabar-red. Makes an attractive and long lasting pot plant or garden border item. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

KING or NEEDLE TYPE

Attractively quilled petals give these flowers an outstanding appearance. Popular for shipping. Late August.

Lavender. Good commercial color.

Rose. A fine, deep rose-pink.

Salmon. A new shade in the King-type Aster.

Violet. A rich and striking color.

White. Popular market strain.

Shell-Pink. Soft, satiny pink.

King Mixture.

Prices above 7, each:

Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$10.00.



ASTER, KING WHITE

NON-RESISTANT MIXTURES

Giant California Sunshine Mixed. An attractive mixture of large flowered Anemone type blooms with small center cushions and long ray petals.

Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

- **Burpeeana.** Extra early bedding type mixture which flowered in our trials in late July. Large, fluffy, Crego type flowers on 18-inch stems. Base branching. *Originator's seed.* Tr. pkt., \$1.00; ¼ oz., \$3.00; 1 oz., \$9.00.

California Super Giant Mixed. Choice blend of large, fully double "shaggy-petaled" flowers. Long-stemmed. Late Sept. Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.25.

Making Ball Asters Pay!

OUTDOOR CULTURE

"Resistance" to Aster wilt does not mean complete "immunity"! While the degree of resistance offered by these strains may vary somewhat in different localities, there is no doubt that they are far more satisfactory than non-resistant strains. Our past experience indicates that changing the location of the Aster planting regularly (or steam sterilizing) is a worth-while safety precaution. We sow them 6 weeks before planting out date. Three weeks after sowing, the seedlings go into Jiffy-Pots or plant bands; three weeks later they're ready for planting out or benching. We space them a foot apart each way in beds so that conventional wire and string may be used for supports. We find cloth house protection a necessity if superior quality is wanted.

OFF-SEASON ASTERS (UNDER GLASS)

Many growers have written us to say that their spring greenhouse Aster crops were the best paying crops that they had on their place. While Asters can be flowered any month of the year,

the spring and early summer months seem to be the most profitable. The only important requirements are: 50° night temperatures and additional lighting, which must be supplied continuously from the seedling stage until plants are 20 to 24 inches tall. The only exception is the period from May 1 to September 1, during which day length is long enough. 60-watt bulbs with reflectors, spaced 5 feet apart, or the lighting set-up you use for Mums is satisfactory. Light must be turned on from sundown to 10:00 p.m. daily.

Spacing is usually 8x8 inches. White Ball, Pink Ball and Rose Ball are especially fine for off-season culture. Azure Ball and Purple Ball do equally well, but these colors will be wanted in lesser quantity. Use sterilized soil for best results.

The following schedule worked out at Ohio State checks closely with our own experience where a 50° night temperature was used.

OPERATION		TIME OF YEAR											
Sow seed	July 15	Aug. 15	Sept. 10	Oct. 20	Dec. 20	Feb. 1	Mar. 15	Apr. 20	May 20	June 10	June 20	July 10	
Band seedlings	Aug. 10	Sept. 10	Oct. 1	Nov. 15	Jan. 10	Feb. 20	Apr. 1	May 10	June 10	July 1	July 15	Aug. 1	
Bench plants	Sept. 15	Nov. 1	Dec. 1	Jan. 1	Mar. 1	Apr. 1	May 15	June 15	July 15	Aug. 1	Aug. 20	Sept. 1	
Approx. flwg. date	January	February	March	April	May	June	July	August	September	October	November	December	

Ball Begonias ~ the Most Useful

FIBROUS ROOTED

30,000 seeds per $\frac{1}{32}$ oz. Begonias are rapidly increasing in popularity as versatile all-around potted plants. They are equally "at home" in 5-inch pots, as less expensive plants in 3- or 4-inch pots, and in combinations of all sorts. Here is one blooming plant which will do well in the low-light, high temperature conditions of modern homes.

In addition, the stronger growing varieties, especially the F₁

DWARF CLASS

- **Adeline.** Very free flowering bright pink; dwarf and compact. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.25; $\frac{1}{32}$ oz., \$6.00.
- **Ball Deep Rose.** In winter the color is a deep rosy red which gradually fades to a luminous pink during warm weather. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.25; $\frac{1}{32}$ oz., \$6.00.
- **Ball Red.** (See opposite page.) Medium large flowers of bright true scarlet are freely produced on fairly dwarf, uniform plants. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.25; $\frac{1}{32}$ oz., \$6.00.
- **Ball White.** Rather small flowers but very freely produced. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.00; $\frac{1}{32}$ oz., \$5.50.
- **Flamingo.** (New.) Bi-colored white with pink edge. Tr. pkt., \$1.50.
- **Luminosa Compacta.** Dwarf, free flowering scarlet-red. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.00; $\frac{1}{32}$ oz., \$5.50.
- **Saga.** Extra dwarf and dense growth. Small, bright red flowers. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$4.00; $\frac{1}{32}$ oz., \$7.50.
- **Snowbank.** Large, glistening white flowers are carried on dense growing, even plants. The best white. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.
- **Dwarf Varieties Mixed.** Our own formula mixture of dwarf varieties. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.50; $\frac{1}{32}$ oz., \$4.50.

DWARF BRONZE LEAVED VARIETIES

- **Ball Dwarf Carmen.** Compact habit with rich bronze leaves and light pink flowers.
- **Frosty.** (New.) The pure white flowers contrast vividly with the rich bronze-colored leaves. Dwarf and compact. The first bronze-leaved Begonia with white flowers.
- **Dwarf Indian Maid.** (New.) The popular scarlet flowers and bronze foliage of Indian Maid in new, dwarf and compact form.
- **Bronze-Leaved Mixed.** Dwarf bronze-leaved plants with red, pink and white flowers. A formula blend.

Prices above 4, each: tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.50; $\frac{1}{32}$ oz., \$6.50.

INTERMEDIATE CLASS

● SPARKLER

Large flowers of brilliant orange-salmon with each petal base a contrasting creamy white. The only true salmon Begonia we have ever seen. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.25; $\frac{1}{32}$ oz., \$6.00.

- **Carmen.** Bright rose-pink flowers with rich bronze leaves. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.
- **Indian Maid.** Foliage a deep lustrous bronze with scarlet flowers. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.
- **King of the Reds.** Free flowering carmine-red; vigorous growth. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.50; $\frac{1}{32}$ oz., \$4.75.
- **Luminosa.** Very attractive and popular bright red with green foliage tipped with red. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$3.00; $\frac{1}{32}$ oz., \$5.50.

Hybrids, make good bedding plants even in full sun—and for partially shaded spots they are ideal.

Culture: Use neutral (non-acid) peat for germination; no covering over the seed (except paper till they sprout). Keep surface of flat moist. Use half peat, half soil for potting. They must have 60° to keep them moving—and greenhouse shade in summer. Sow in January for flowering 2 $\frac{1}{4}$'s, shifting to 4's for May sales.

Prima Donna. Medium rose-pink. Prefer Scandinavia Pink. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.50.

Salmon Queen. Salmon shaded rose.

Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.50; $\frac{1}{32}$ oz., \$4.50.

● **Scandinavia Pink.** Very free flowering bright rose-pink. Fine bushy habit. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.

● **Scandinavia Red.** Identical to the above except for its bright red flowers. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.

Scandinavia White. A white Scandinavia selection.

Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.

White Pearl. Medium sized white flowers with green leaves, tinged pink; reddish stems. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.50.

Intermediate Varieties Mixed. Made up of the above separate colors. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$3.75.

FIBROUS BEGONIAS FOR BEDDING

Ordinarily you think of Fibrous-Rooted Begonias as a shade plant. Yet we have certainly been impressed with the wide diversity of use which is made of Begonias in open-sun flower beds in Europe. In certain parts of France, Switzerland and Germany they are the No. 1 annual plant in terms of popularity. Three years ago we tried six varieties in our annual trial gardens. That summer was warmer than average in Chicago. We were greatly impressed not only with their generally attractive appearance, but with the amount of interest which they created among visitors, trade visitors and laymen alike. Fibrous Begonias are commonly used in California for bedding.

As a general rule the F₁ Hybrids, Intermediates, and Tall varieties seem to respond best to open-sun outdoor planting. Try them on your customers. Fibrous Begonias, of course, can't be beat for shady locations.



Greenhouse Potted Plant from Seed



BEGONIA, BALL RED

A true red Begonia on dwarf, well shaped plant. Free flowering.

TALL CLASS

Christmas Cheer. Large flowered, deep rose-red.
Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.75.

Masterpiece. Extra large flowered, light pink.
Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.00.

Pink Radio. Extra large flowered, rich rose.
Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.00.

Silver Wings. Extra large, pure white flowers.
Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.75.

Tall Varieties Mixed. A formula mixture of the above strong growing sorts. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.75.

HYBRID (HETEROSIS) STRAINS

Seed of these varieties is produced by the same method as Hybrid Snaps and Petunias. For absolute uniformity they're unexcelled. Why not grow some this year?

● **Pink Profusion.** A vigorous, dense grower with freely produced coral-pink flowers and green leaves with red veins. Did exceptionally well in outdoor trials exposed to full sun and high temperatures. Try this for bedding. Tr. pkt., \$1.50.

Pink Tausendschon. Dwarf. Bright pink; closely resembles Adeline and Pink Pearl in habit. *Originator's seed.*
Tr. pkt., \$1.50.

● **Red Tausendschon.** Same as Pink Tausendschon except for color. *Originator's seed.* Tr. pkt., \$1.50.

● **Pink Pearl.** Resembles Adeline in flower size, rich pink color and uniformly dwarf, compact growth. *Originator's seed.*
Tr. pkt., \$1.50.

● **Red Pearl.** Dwarf. Identical to Pink Pearl except for its Luminosa-red color. *Originator's seed.*
Tr. pkt. only, \$1.50.

6 MONTHS FROM SEED! Tuberous Begonias



Charlie Lewis of Art Thomas Flower Mart, Long Island. Tuberous rooted Begonia sown Jan. 10, transplanted May 1, photo June 4. Tuberous rooted Begonias from seed are dwarf, free flowering, vigorous, and inexpensive to produce.

TUBEROUS ROOTED SEPARATE COLORS

Superb Camellia-flowered, double strains from one of the world's foremost Tuberous Begonia specialists.

Red Scarlet	Orange Rose	Salmon Copper	Yellow White
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Prices above 8 separate colors, each:
 $\frac{1}{2}$ tr. pkt., \$1.75; tr. pkt., \$3.00.

● **Tuberous Rooted Double Mixed.** Camellia-flowered. Our flowering trials have consistently produced compact plants with 90% good doubles. Gorgeous colors.
 $\frac{1}{2}$ tr. pkt., \$1.75; tr. pkt., \$3.00.

OTHER BEGONIAS

Lloydi Mixed. Pendulous. Double flowers, about 2 inches, in shades of scarlet, rose, salmon and white. Fine for hanging baskets. Tr. pkt., \$3.00.

Doty's Calla Queen. A novelty Fibrous Rooted Begonia with attractively variegated green and white foliage which contrasts vividly with its red and pink flowers. Needs pinching.
 $\frac{1}{2}$ tr. pkt., \$1.75; tr. pkt., \$3.00.

FOR SHADE

Following subjects enjoy more or less shade. Recommendations of these plants to those of your customers who have a "shade problem" might result in some increased business in these items.

Alyssum	Coleus	Exacum
Gloxinias	Impatiens	Lobelia
Pansies	Salvia	Torenia
Fibrous Begonias	Tuberous Begonias	



BELLS OF IRELAND

This arrangement of Bells of Ireland and All-America winner, *Celosia Toreador*, reminds us of the value of annuals for cut flower designs—table arrangements, centerpieces, etc. Many of your customers use annuals largely for this purpose.

See page 22 for *Celosia Toreador* listing.

● BELLS OF IRELAND

(*Molucella Laevis*)

4200 S. This subject has become immensely popular with floral artists the past few years, being used in a wide variety of arrangements. Plants are base-branching with 2-ft. stems closely set with large, bell-like sheaths of translucent green surrounding an inconspicuous, small white flower. May be used in the fresh or dried state and is easily grown in greenhouse benches, in pots, or outdoors in summer. Tr. pkt., 40c; ¼ oz., \$1.00; 1 oz., \$3.00.

BROWALLIA

Viscosa Compacta Sapphire. 240,000 S. Compact growth with a profusion of small attractively light-eyed blue flowers.

Tr. pkt., 40c; ¼ oz., \$1.10; ½ oz., \$2.00; ¾ oz., \$3.80.

Speciosa Major. 111,000 S. 1½-inch violet-blue flowers are carried on 10-12 inch plants. The standard variety for pots.

Tr. pkt., \$1.20; ¼ oz., \$3.60; ½ oz., \$6.60; ¾ oz., \$12.00.

CACTUS

All Sorts Mixed. Many unusual varieties are included in this choice blend. Requires a temperature of at least 65° for satisfactory results.

Tr. pkt. (about 400 seeds), 65c; ¼ oz., \$2.00; 1 oz., \$6.00.

Calceolarias

20,000 seeds per ½ oz. Calceolarias aren't at all difficult to grow from seed if a few simple requirements are met. In sowing use only loose, sterilized material—night temperature 60°. The seed is very fine and no soil covering should be used. When large enough to handle, they should go into 2½-inch bands—later into 4- or 5-inch pots for finishing. After banding, a 48° house will suit them nicely. A regular insect control program is essential (aphis will wreck them in no time). We spray once a week with Parathion. From late February on they'll need protection from direct sun. Water only when dry; "wet feet" will cause yellowing of foliage.

● EXTRA EARLY TIGERED

Solid heads of medium large flowers on dwarf plants; good color range. The outstanding feature of this strain is its earliness. It blooms a full month before other varieties, therefore costs you less to grow. Tr. pkt., \$2.00; ¼ oz., \$4.00; ½ oz., \$7.20; ¾ oz., \$13.00.

● **Grandiflora Dwarf Mixed.** Extra large (2-2½ in.) flowers in unusual and striking colors are carried on fairly dwarf plants. Tr. pkt., \$1.25; ¼ oz., \$2.75; ½ oz., \$5.00.

● HYBRID MIXED (F₁ HYBRID)

Brilliant reds and rich yellows (some spotted with contrasting maroon) make up this outstanding blend of genuine F₁ Hybrids—the first ever offered in Calceolarias. Flowers are medium in size but produced in great cloud-like heads. Because of the exceptional vigor of this strain, it should be finished in 6-inch pots rather than 5's. ½ tr. pkt., \$1.75; tr. pkt., \$3.00.

● **Ball Multiflora Nana Mixture.** Large heads of medium sized flowers in brilliant reds, yellows and intermediate shades. The dwarf plants are wiry in growth with small, durable leaves which make for ease in handling and shipping. Tr. pkt., \$2.00; ¼ oz., \$4.00; ½ oz., \$7.20; ¾ oz., \$13.00.

Perennial Hybrids (Rugosa). Large heads of quite small flowers in a brilliant color mixture. Tr. pkt., \$1.25.

Triumph Strain. Medium large flowers; mostly bright reds and yellows. Tr. pkt., \$1.25; ¼ oz., \$2.75; ½ oz., \$5.00.

CALENDULA

GREENHOUSE VARIETIES. 3000 S.

Ball Calendulas were originated and developed by Geo. J. Ball as his first contribution to the long list of "Flower Seeds for Florists" which our firm has introduced to the florist trade in the past 50 years. Constant selection and breeding keep these strains in top shape.

This long-stemmed class will flower freely during the spring months from a January sowing.

- **Ball Improved Long Orange.** Long stemmed and large flowered.
- **Ball Masterpiece.** Deep glowing orange with dark eye.
- **Ball Lemon Queen.** Lemon-yellow with dark brown eye.
- **Ball Gold.** Deep golden yellow with light eye.

Prices above 4, each:

Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$9.00.

Ball Formula Mixture. Carefully made up of our named varieties with fully half orange.

Ball Art Shades Mixture. Contains many original and unusual shades and interesting bi-colors.

Prices above 2, each:

Tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.40; 4 ozs., \$7.20.

BEDDING VARIETIES

Showy for bedding where summer heat is not excessive. The Pacific Beauty Class is preferred.

PACIFIC BEAUTY CALENDULAS

These improved Calendulas are more resistant to summer heat than the ordinary bedding class. *Originator's seed.*

Apricot Beauty. Attractive two-toned rich apricot.

Cream Beauty. Creamy white shading to soft yellow.

● **Lemon Beauty.** A pure lemon-yellow; wide petals.

● **Persimmon Beauty.** Brilliant, true persimmon-orange.

● **Pacific Beauty Mixture.** A blend of the above four.

Prices above 5, each: tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00.

Lemon Queen. Light lemon-yellow.

Orange King. Deep orange with dark eye.

Ball Bedding Mixture. Well proportioned dwarf mixture.

Prices above 3, each: tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00; 4 ozs., \$3.00.

Yellow Colossal. Extra double, clear bright yellow.

Tr. pkt., 35c; ¼ oz., 50c; 1 oz., \$1.50.

CALLIOPSIS

90,000 S. Fairly dwarf and very free flowering bedding plants. This is a showy item that we feel every bedding plant grower should try.

Gold Crest. Large (2½ to 3 in.) semi-double, golden yellow flowers with reddish brown eyes. Tr. pkt., 25c; 1 oz., 90c.

Dwarf Mixture. 6-8 in. Attractive dwarf, compact mixture of red and yellow shades. Tr. pkt., 25c; 1 oz., 90c.

CAMPANULA

Annual Canterbury Bells Mixture. 50,000 S. 2 ft. An annual form of the well known perennial, flowering 6 months from sowing.

Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

CANNA

Giant Mixed (Indica). 100 S. Select your own new varieties from this formula mixture. If sown in January, seedlings will usually bloom the first summer and selected plants may be propagated from tubers. Soak seed before sowing over good bottom heat. 1 oz. (about 100 seeds), \$1.50; 4 ozs., \$5.00.



CANNA

CANDYTUFT

HYACINTH-FLOWERED. 9,500 S.



● BALL GIANT WHITE

This is an improved, long-stemmed, greenhouse-grown, **premium quality cut flower strain.** Earlier flowering, and produces larger heads than ordinary strains with their high percentage of small-flowered culls.

Tr. pkt., \$2.00; ½ oz., \$3.30; 1 oz., \$6.00; 4 ozs., \$18.00.

Giant White, Regular. Florist strain for outdoor planting. Tr. pkt., 25c; ½ oz., 50c; 1 oz., 90c; 4 ozs., \$3.00; 1 lb., \$10.00.

● **Ruffled White.** Ruffled petals add interest to this excellent cut flower strain.

Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

Miniature Gem. A nice very early flowering rock or border plant; 4 in. high. White. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80.

UMBELLATA. A popular spring greenhouse cut flower. Sow in January; plant out 8x10 in. Is also widely used as a winter outdoor crop in Florida and southern Texas.

Carmine White

**Flesh-Pink
Rose Cardinal**

**Lavender (Lilac)
Formula Mixture**

Prices above 6, each: tr. pkt., 20c; 1 oz., 55c; 4 ozs., \$1.75.

● FAIRY MIXED

(New.) Extra dwarf (8 in.) growth, producing perfectly mounded plants in white, pink, lavender and crimson. Uniform in growth and very early.

Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

CARNATION

14,000 S. From an early sowing planted outdoors, preferably under cloth protection, these strains will produce a nice crop of summer Carnations for cutting. Some supporting necessary.

● **Giant Malmaison, J. M. Bridgeford.** Of sturdy, upright habit. If well grown, supported and disbudded, flowers comparable to those produced in the greenhouse can be had outside where summers are moderate. Many colors are represented in this superior mixture.

Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75.

Marguerite Double Mixture. 15-20 in. Ours is a reselected strain of this very free flowering summer Carnation. An old favorite. Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.25.

CHABAUD'S GIANT IMPROVED STRAIN. The preferred strain for outdoor bedding use.

● **Cardinal Red (Sparkler)**
Crimson (Blood-Red)
Deep Rose (Rose Queen)
Deep Salmon (Aurora)

Flesh-Pink (Reine Rose)
Salmon-Rose
● **White (Jeanne Dionis)**
Yellow (Marie Chabaud)

Formula Mixture of all colors.

Prices above 9, each: tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75.

ENFANT DE NICE. A fine standard strain.

Red Salmon White Yellow Formula Mixture

Prices above 5, each: tr. pkt., 50c; ½ oz., \$2.25.

Carnation Grenadin. See page 59.

Castor Bean. See Ricinus, page 40.



CARNATION

Chabaud's Formula Mixture

Celosia

28,000 S. One of our finest, most uniform and colorful offerings for annual plant sales. Celosias will come into bloom prematurely with small heads if growth is checked. Therefore, for spring plant sales do not sow earlier than 6 weeks before planting-out time and grow warm—at least 60° nights.

CRISTATA. The popular cockscomb type. The taller varieties provide good cut flowers in either the fresh or dried state, while the dwarf kinds make nice pot plants in summer. Closer spacing decreases size of heads, making them more suitable for cutting.



● TOREADOR

ALL-AMERICA SELECTION

Large combs up to 12 inches across of lustrous, bright red with scarlet highlights are carried on plants 18-20 inches high. Stems are very stiff and sturdy with luxuriant, bright green foliage. Most plants produce one stem with one enormous comb; the balance several base branching stems, each with a large comb. Plants from seed sown in early April will be in full flower throughout August and September. Excellent as a bedding plant or for cutting. Holds its color well when dried if stored in a cool, dry place away from the sun. Normal spacing 12 in.

Tr. pkt., 75c; ¼ oz., \$2.00; 1 oz., \$6.00.

Gilbert's Gold Dust. Rich yellow ruffled combs turning a deep gold on chartreuse with maturity. Bright green foliage. 2½-3 ft. tall. *Originator's seed.* Tr. pkt., 50c.

Gilbert's Rose Beauty. Ruffled, ball-shaped heads, about 6 in. across, are of a pleasing rose-pink underlaid with silver. Stem length is about 3 ft. *Originator's tr. pkt.* (300 seeds), 50c.

Gilbert's Maple Gold. Attractive combs varying in color from light to dark pink, tipped with gold. Grows 2 to 3 feet high and makes an excellent cut flower. *Originator's tr. pkt.* (300 seeds), 50c.

Gladiator. 8 in. Golden yellow combs on dwarf plants with light green leaves. Improved strain. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

● **Red & Gold.** 2 ft. Large combs gaily marked wine-red and yellow-gold with bright green leaves. A distinctive and unusual cockscomb Celosia. Tr. pkt., 50c; ⅛ oz., \$1.50; ½ oz., \$5.00.

● **Royal Velvet.** 30 in. Crimson combs borne well above foliage. Tr. pkt., 30c; ¼ oz., \$1.00; 1 oz., \$3.00.

Empress. (Dwarf.) 12 in. Large crimson combs with deep reddish leaves. Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.40.

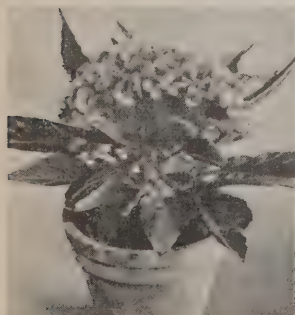
Dwarf Mixture. 15 in. A choice mixture of all colors in this class with both light and dark foliage. Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.40.

Tall Mixture. 40 in. Mixture of all colors in the tall class. Tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$2.40.

● KARDINAL

8 in. A fine, uniform strain of red combs with green leaves. Immense blooms on extremely dwarf plants make Kardinal quite striking. Useful for pots, bedding, borders and combinations.

Tr. pkt., 50c; ⅛ oz., \$1.40; ¼ oz., \$2.50; 1 oz., \$7.50.



CELOSIA, TOREADOR

Our All-America Award Winner for 1955. Interest in Celosias of all types has increased as a result of the publicity given Toreador. Makes an attractive planting with Paleface Petunia (see page 7). See Toreador in color with Bells of Ireland on page 20.

PLUMOSA. Plumed or feathery type, producing spire-like branches, mostly from base of plant. The dwarf varieties are widely used for bedding and as spring and summer pot plants, while the taller strains make useful cut flowers in late summer.

Golden Fleece. 4 ft. Large, dense golden yellow plumes on vigorous plants. Makes a good cut flower.

Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

Scarlet Plume. 4 ft. Bright crimson-scarlet. Very colorful for fall borders and cutting.

Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

● FOREST FIRE

2½ ft. Brilliant plumes of fiery orange-scarlet contrast strikingly with the bronzy red foliage. Visitors who saw this in our trial grounds last summer were impressed with its showiness and uniform habit.

Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.



CELOSIA PLUMOSA

Forest Fire and Golden Fleece make attractive arrangements with cut flowers or for winter bouquets.

DWARF FEATHER VARIETIES

These "feather" varieties are really outstanding as a bedding subject where a rather dwarf, strong color accent is wanted. Also used for combinations and pots. Our trials of Fiery Feather and Golden Feather draw much favorable comment each year.

● **Dwarf Fiery Feather.** 12 in. Very attractive pyramid formation with fiery red spires.

● **Dwarf Golden Feather.** 12 in. Same as above but golden yellow.

● **Dwarf Feather Mixture.** A formula mixture of the above two varieties: ⅔ Fiery Feather, ⅓ Golden Feather.

Prices above 3, each: tr. pkt., 30c; ⅛ oz., 70c; ¼ oz., \$1.30; 1 oz., \$4.25.

● **Thompsoni Magnifica.** 28 in. Contains strikingly brilliant reds and yellows with some copper and gold shades. This makes an excellent cut flower. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

Spicata. 5 ft. Long, slender, silvery rose spikes for fresh cut flowers or for drying. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.80.

ANNUALS—Continued

CHRYSANTHEMUM (Annual)

9000 S. A nice spring greenhouse "catch crop" for cutting. Also quite showy for bedding.

Eldorado (Segetum). Golden yellow with brown eye.

Northern Star (Carinatum). White; yellow zone, brown eye.

● **Rainbow Mixture** (Carinatum). A brilliant mixture of annual Chrysanthemums including many entirely new shades and color combinations.

Prices above 3, each: tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.25.

SEARCH FOR YOUR OWN MUM VARIETIES IN THIS IMPORTED SEEDLING MIXTURE

Mikado. (New.) A mixture of greenhouse cut flower varieties in a wide color range. Large Mums, Pompons, Anemones, and Spider types are included in this novel assortment. Seed sown in March will produce flowers the following fall and early winter. Tr. pkt., \$5.00.

Hardy Chrysanthemums. See page 59.

CENTAUREA

CYANUS (Bachelor Button or Cornflower). 6500 S. Attractive and useful for spring greenhouse cutting from a December or January sowing, and widely flowered outdoors in June and July from a fall sowing. All of the following are the finest reselected florist strains.

- **Blue Boy.** Bright blue.
- **Black Boy.** Deep maroon.
- **Pinkie.** (Rosie). Improved rose-pink.

Red Boy. Deep carmine-rose.

● **Snowman.** Fine clear white.

Formula Mixture.

Prices above 6, each:

Tr. pkt., 20c; ½ oz., 40c; 1 oz., 65c; 4 ozs., \$2.20; 1 lb., \$6.50.

DWARF CENTAUREAS

The following three are all dwarf and bushy, and are ideal for borders and general bedding. Height is 10 to 12 in. with the freely produced flowers closely packed on the plant. Also makes a satisfactory pot plant.

● **Jubilee Gem.** Bright cornflower-blue.

Gem Mixed. Red, pink, blue, maroon, and white.

Prices above 2, each: tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80.

IMPERIALIS (Sweet Sultan). 7500 S. Very showy thistle-like flowers; larger than the Cyanus type. Height 30 in.

Formula Mixture of white and lavender.

Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

Suaveolens (Yellow Sweet Sultan). 6700 S. Bright yellow. 20 in. Forces well indoors.

Tr. pkt., 20c; ¼ oz., 30c; 1 oz., 90c.

AMERICANA. 2400 S. 2-2½ ft. Large flowers on 18 in. stems.

Lilac. The preferred color. **Mixture.**

Prices above 2, each:

Tr. pkt., 20c; ½ oz., 55c; 1 oz., \$1.00; 4 ozs., \$3.35.

DUSTY MILLERS. The silvery white-leaved kinds for border work. Cineraria Maritima Diamond also belongs in this group.

Candidissima. 7500 S. 6 in. The slow growing kind that must be started early. Tr. pkt., 50c; ¼ oz., \$1.10; 1 oz., \$3.75.

Gymnocarpa. 7300 S. 24 in. Strong growing, fern-leaved. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., 90c; 4 ozs., \$2.75.

Centaurea Montana. See page 59.

CHERRY, CHRISTMAS (Solanum)

See Ornamentals, page 36.



CHRYSANTHEMUM MIKADO

Many greenhouse commercial types are found in this unique mixture.

CINERARIA

Cinerarias will make nice 3-inch plants in May for combination work, if sown in January and kept growing right along. Sow from June on for Christmas and later.

● FESTIVAL

This is our own **small-leaved strain** requiring a minimum of bench space. Plants are bushy and compact with even heads of medium sized, mostly white-eyed flowers in a brilliant color range.

½ tr. pkt., \$1.75; tr. pkt., \$3.00; ¼ oz., \$4.50; ½ oz., \$7.50; ¼ oz., \$13.00.

H. & S. Super Giants Superb Mixed. (New.) Similar to Dwarf Giant Exhibition Mixture. A fine strain in a complete color range. *Originator's seed.*

Tr. pkt., \$1.50; ¼ oz., \$2.50; ½ oz., \$4.50; ¼ oz., \$8.50.

● **Siter's Rainbow Strain.** 3500 seeds per ½ oz. Immense heads of medium large, mostly white-eyed flowers. A first class strain. Tr. pkt., \$2.00; ¼ oz., \$2.75; ½ oz., \$5.00; ¼ oz., \$9.00.

● **Cremer's Prize Strain.** (Our own reselected stock). 6300 seeds per ½ oz. Extra large heads of medium small flowers in widely varied color assortment; about half light-eyed. Small foliage. Tr. pkt., \$1.75; ¼ oz., \$2.50; ½ oz., \$4.50; ¼ oz., \$8.25.

● **No. 1 Mixture.** Consists of Cremer's Prize Strain and Siter's Rainbow Strain in equal proportions. Tr. pkt., \$1.50; ¼ oz., \$2.50; ½ oz., \$4.75.

● **No. 2 Mixture.** Contains ½ Cremer's Prize Strain and ¼ each Siter's Rainbow Strain and Multiflora Nana, Gold Center Strain. Tr. pkt., \$1.50; ¼ oz., \$2.50; ½ oz., \$4.75.

● **"Vivid" Formula Mixture.** 162,000 S. A complete mixture of solid colors (without "eyes"). Dwarf with well rounded heads and fairly small leaves. Blooms about a month later than other strains. Tr. pkt. (1000 seeds), \$1.75; ¼ oz., \$2.75; ½ oz., \$5.00.

Also available in the following separate colors at the same price: **White, Bright Red, Dark Red, Brick Red (Matador), Light Blue, Mid-Blue, Dark Blue, Pink Shades, and Salmon.**

● **Dwarf Erfurt Mixture.** 140,000 S. Dense heads of medium sized flowers in a fine color balance, including copper, salmon, and maroon in addition to the usual Cineraria colors. Habit is compact and very uniform. Tr. pkt., \$1.50; ¼ oz., \$2.50.

ANNUALS—Continued

CINERARIAS, Continued

● **Multiflora Nana, Gold Center.** 6300 seeds per $\frac{1}{32}$ oz. Attractive, medium small, solid colored flowers with yellow anthers. Good shipper. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.00.

Grandiflora Dwarf Mixed. 3500 seeds per $\frac{1}{32}$ oz. Large flowers in rich colors with contrasting large white eyes. Dwarf growth. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.75.

Dwarf Giant Exhibition Mixture. Extra large flowers on medium dwarf plants. For exhibition work. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$2.75.

Stellata Mixture. (Star type). Small, free flowering strain. 24 to 30 in. tall. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.50.

DUSTY MILLER. 85,000 S.

Maritima Diamond. 10 in. An improved strain of our finest Dusty Miller. Compact, even growth and very white foliage. Tr. pkt., 20c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.50.

CLARKIA

ELEGANS DOUBLE. 90,000 S. Popular for spring cut flower use. Sow in January and grow in flats, disbudding to 2 or 3 spikes for long-stemmed flowers. Don't feed and keep fairly dry after plants are about a foot high to prevent over-soft, lanky growth.

Albatross (white)

Orange King

Salmon Queen

Brilliant (deep rose)

Mixture

Prices above 5, each: tr. pkt., 25c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.25.

CLEOME

(Spider Plant)

Golden Sparkler. 5500 S. Bright golden orange. An unusual Cleome color. Germinate cool or sow directly outside. Tr. pkt., 45c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$3.75.

Helen Campbell. 12,500 S. A sport of Pink Queen, with glistening pure white flowers. Tr. pkt., 40c; $\frac{1}{4}$ oz., 90c; 1 oz., \$2.70.

● PINK QUEEN

12,500 S. The newly opened flowers of the large (6 to 7 in.) heads are a luminous rosy pink, later changing to pure white for a pleasing bi-color effect. Makes a gorgeous hedge-like row about 4 ft. tall and 3 to 4 ft. across. Tr. pkt., 35c; $\frac{1}{4}$ oz., 55c; 1 oz., \$1.90.



CONVOLVULUS, ROYAL MARINE

COBAEA

(Cup and Saucer Vine)

SCANDENS. 375 S. A popular, strong growing, annual climber. **Purple** **White**

Prices above 2, each: tr. pkt., 30c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.80.

COLEUS

See opposite page.

CONVOLVULUS

Royal Marine. (New.) 1400 S. Dwarf and almost carpet-like in growth with a profusion of rich, royal blue "Morning Glory" flowers. Fine for rock gardens or borders. Tr. pkt., 35c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.00.

COSMOS

SENSATION. 5000 S. The most satisfactory class of Cosmos to grow for cut-flower purposes. Extra large flowers and extreme earliness make them suitable for growing outdoors even in northern climates.

● **Pinkie.** Clear orchid-pink.

● **Purity.** Extra large flowered pure white.

● **Mixture** of above and other shades.

Prices above 3, each: tr. pkt., 25c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.15.

Radiance. Deep rose petals with large, rich crimson eye. A striking color combination.

Dazzler. Bright crimson-red. This is a marked improvement over strains previously offered.

Prices above 2, each: tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.60.

EARLY SINGLE MAMMOTH FLOWERED

Queen Mixture. 5000 S. All colors in this large flowered class. Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.60.

EXTRA EARLY DOUBLE CRESTED. 5000 S. Produces around 60% large crested flowers.

Mixture. Tr. pkt., 30c; $\frac{1}{4}$ oz., \$1.35; 1 oz., \$4.00.

HYBRIDA KLONDYKE. 2800 S.

● **Fiesta.** Yellow, striped orange. Lively color combinations. Not as tall as other Cosmos. Tr. pkt., 40c; $\frac{1}{4}$ oz., \$1.20; 1 oz., \$3.60.

● CROSSANDRA

For Potted Plants

An attractive and valuable pot plant with glossy, Gardenia-like foliage, and flower spikes of overlapping clear salmon florets. Can be sown at any time but most easily started in early spring, and flowers in 7 to 8 months in a warm house and in rich, well drained soil. Requires at least 70° night temperature for satisfactory germination. Minimum of 65° for best growth. 50 seeds, \$2.00; 200 seeds, \$6.00.

CUPHEA

7000 S. Very attractive and easily grown bedding plants.

● **Firefly.** Dense, compact plants reaching a height of 12 in. with freely produced, small, bright scarlet flowers. Also makes an attractive spring pot plant.

Tr. pkt., 25c; $\frac{1}{8}$ oz., 75c; $\frac{1}{4}$ oz., \$1.35.



PINK RAINBOW



CANDIDUM



RED RAINBOW

Grow Colorful **COLEUS** From Ball Seeds

100,000 S. Growers throughout the country are relying more heavily than ever on Ball Rainbow Mixed Coleus seed for their requirements of this fine foliage plant.

Originated over a decade ago by George J. Ball, our seed of this uniquely fine strain is grown in our West Chicago greenhouses under our careful, daily supervision.

SIX SEPARATE COLORS

We are now offering six distinct separate colors originally selected out of the Rainbow Mixture. These strains come at least 90% true to color types shown above—the balance being entirely salable specimen plants. This offer, therefore makes straight colors similar to named cutting varieties like Butterfly, Christmas Gem and Brilliancy available from seed. Cuttings from these seedlings root freely, of course. The plant habit is dwarf and base-

branching, and satisfies all the requirements of this versatile shade-house plant subject. Ideal for combination boxes or pots.

IMPORTANT!

Seed of all Ball greenhouse-grown Coleus varieties, including our Rainbow Mixture, is produced at West Chicago each year from carefully controlled parent lines. It is important that genuine **Ball originator's seed** be used if top quality is wanted. Other strains are, of necessity, 2 generations removed from the original breeding stock, and often give unsatisfactory results.

BALL RAINBOW COLEUS



Originator's Seed



● **Ball Rainbow Mixture.** Developed over a decade ago by Geo. J. Ball, through careful selection the Ball Rainbow Coleus Strain has no equal in the world today. We have trialed all important commercial strains—none match this strain for its high percentage (90%) of bright warm Coleus colors which even excel the brilliance and luster of many of the best known cutting propagated varieties. Rich reds, yellows, coppers, pinks, all abound in infinite varieties of tones and shades. Uniform habit. Ideal for combinations, shade planting, and wherever Coleus are useful. This seed is greenhouse-grown at West Chicago. Be sure that all seedlings are transplanted to insure balanced mixture of colors. $\frac{1}{2}$ tr. pkt., \$1.00; tr. pkt., \$1.75; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.25; $\frac{1}{16}$ oz., \$9.50.

Pastel Rainbow. (New.) Soft shades of light salmon-pink and pale green provide a wealth of spring-like freshness in this pleasing variety. 90% true to type. $\frac{1}{2}$ tr. pkt., \$1.50; tr. pkt., \$2.50.

Velvet Rainbow. (New.) Visitors at our greenhouses the past 2 years have remarked about the wonderful brilliance of this blood-red variety with darker velvety overtones. 85-90% true to type. $\frac{1}{2}$ tr. pkt., \$1.50; tr. pkt., \$2.50.

Scarlet Rainbow. (New.) Brilliant scarlet-red with small green edge. The most colorful of all when plants are the size for combination use. Darkens somewhat as plants grow larger and older. 90% true to type. $\frac{1}{2}$ tr. pkt., \$1.50; tr. pkt., \$2.50.

Red Rainbow. (Hybrida No. 5.) A bright combination of deep mahogany-red and brilliant carmine-rose edged green. Bushy plants with medium sized leaves. 85-90% true to type.

Pink Rainbow. Medium sized leaves of rich coral-pink blending to salmon with small green border. Unusually attractive and 85-90% true to type.

Candidum. A striking combination of brilliant green and soft ivory. Wonderfully showy for use in plant combinations, blending well with all other colors. 90% true to type.

Price above 3, each: $\frac{1}{2}$ tr. pkt., \$1.50; tr. pkt., \$2.50; $\frac{1}{64}$ oz., \$3.30; $\frac{1}{32}$ oz., \$6.00; $\frac{1}{16}$ oz., \$11.00.



SCARLET RAINBOW

Other Varieties

Ball Copper Giant. Produces large leaves of a pleasing copper-rose shade and comes about 75% true to type. Tr. pkt., \$1.25; $\frac{1}{32}$ oz., \$2.50.

Standard Mixture. This is a field-grown mixture of assorted colors. A cheaper reproduction of our greenhouse grown Rainbow Strain. Tr. pkt., 75c; $\frac{1}{32}$ oz., \$1.80; $\frac{1}{16}$ oz., \$3.25.

● **Giant Exhibition Mixture.** An extra large-leaved strain with exceptional brilliance of coloring. Tr. pkt., \$1.25; $\frac{1}{32}$ oz., \$2.50; $\frac{1}{16}$ oz., \$4.75.



CYCLAMEN
No. 7.
BONFIRE

Ball Cyclamen

We conduct regular and extensive flowering trials of Cyclamen strains from the world's leading seed producers in addition to examining these strains, as they are grown in Europe and America.

Our conclusion is that no one Cyclamen seed specialist excels in all varieties. As a result, the Ball strains include only those in which each grower (according to our observation—not the grower's claim) excels.

- No. 1 **Dark Blood-Red.**
- No. 2 **Bright Red.**
- No. 3 **Pure Rose** (Rose of Aalsmeer). Medium salmon-pink.
- No. 4 **Soft Rose with Carmine Eye.** Lavender-rose; wine-red eye.
- No. 5 **White with Carmine Eye.**
- No. 6 **Pure White.** Large flowers.
- No. 7 **Bonfire.** Brilliant scarlet-salmon.
- No. 8 **Salmon-Scarlet** (America-Imp).
- No. 9 **New Salmon-Rose Imp.**
- No. 10 **Glory of Wandsbek** (Perle of Zehlendorf). Bright deep salmon.
- No. 11 **Rose of Zehlendorf.** Light salmon.

- No. 12 **Orange Beauty.** Orange-vermilion.
- No. 13 **Rococo Mixed.** Fringed flowers; unusual shapes and markings.
- No. 16 **Saffron-Red, Silver Edged.**
- No. 17 **Striped Varieties Mixed.** Unusually showy and attractive.
- No. 18 **Mozart.** Deep pink.
- No. 19 **Lavender.** Bright fuchsia-orchid.
- No. 21 **Pink Pearl.** Salmon-pink.
- No. 22 **Baardse Wonder.** Salmon with white border.
- No. 24 **Roseum Oculatum.** Light pink, salmon eye.
- No. 26 **Victoria.** Fringed white, tipped red.
- No. 50 **Ruffled Lavender.**
- No. 51 **Ruffled Salmon.**
- No. 52 **Ruffled White.**
- No. 53 **Ruffled dark Red.**
- No. 60 **Ruffled Mixture.**

Prices last 26, each: 100 seeds, \$2.50; 1000 seeds, \$20.00.

- No. 30 **Mixture** of above colors:
100 seeds, \$2.00; 1000 seeds, \$15.00.

VOGT'S DOUBLE-FLOWERED STRAIN

Admiration. Salmon-rose with shaded eye.
Mixture.

Prices above 2, each: 100 seeds, \$3.75; 250 seeds, \$7.75; 500 seeds, \$14.50.

Cyclamen Neopolitanum. See page 59.

DISCOUNTS—In addition to our regular cash discounts, the following special discounts are allowed on Cyclamen seed: 250 of a variety at 1000 rate (except Vogt's); 10,000 to 25,000 seeds, any assortment, 5%; over 25,000 seeds, 10%.

CYNOGLOSSUM

AMABILE. Chinese Forget-Me-Not. 5000 S.

- **Firmament.** Fine bushy, compact plants with freely produced small flowers of the most intense clear blue. An excellent bedding plant that stands hot, dry weather well.
Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.35.

Blue Bird. An improved, upright-growing type; rich, bright blue. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.15.

DAHLIA

2800 S. Because of the wide variation in colors and types, seedling Dahlias are interesting to grow and tubers may be saved from the choicest specimens. The dwarf types are especially nice for outdoor bedding while the Unwin strain also makes a fine pot plant. All flower the first season from an early sowing. Should be sown several weeks ahead of other annuals for maximum bloom the first year.

Zulu (Fall Festival). (New.) 2½ ft. Single and double flowers in shades of reds with some apricot-yellow and purple. Foliage is an unusually attractive bronzy red.
Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.50.

Giant-Flowered Mixed. A tall-growing mixture producing 50% giant double flowers of the very best types and colorings. Must be sown early to insure blooms before frost.
Tr. pkt., 60c; ⅛ oz., \$1.85; ¼ oz., \$3.50; 1 oz., \$10.00.

Cactus Mixed. 3 to 4 ft. Large, double and semi-double Cactus type flowers in many colors.
Tr. pkt., \$1.00; ¼ oz., \$2.50; 1 oz., \$7.50.

DAHLIA, Continued

Pompon Mixed. 3 ft. Medium to small double and semi-double flowers in a wide color range.
Tr. pkt., \$1.00; ¼ oz., \$2.50; 1 oz., \$7.50.

COLTNESS STRAIN. Dwarf and free flowering single.

Mixture of all colors. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

● UNWIN'S Dwarf Hybrids

The compact, dwarf plants of our special strain produce a profusion of 2½- to 3-inch double and semi-double blooms in a lavish assortment of exquisite colors. Seed sown during January will produce salable 3- to 4-inch flowering pot plants in May. Pictured at right. Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.50; 4 ozs., \$7.50.



Dahlia, Unwin's Dwarf Hybrids, is "Sweet Sixteen" for '57—a "must" on your list.

ANNUALS—Continued

DAISY

Dahlborg Daisy. 150,000 S. 6 in. An unusually attractive compact edging plant with airy, lace-like leaves, and a profusion of small yellow flowers. Tr. pkt., 60c; 1/8 oz., \$1.40.

Tahoka Daisy. 29,500 S. Single, Daisy-like flowers of lavender-blue with deep yellow centers.

Tr. pkt., 30c; 1/8 oz., 75c; 1/4 oz., \$1.25; 1 oz., \$3.75.

Blue Daisy. See Agatheia, page 12.

English Daisy. See Bellis, page 58.

Painted Daisy. See Pyrethrum, page 64.

Perennial Daisies. See page 59.

DATURA

White Tower. (New.) 870 S. 5 ft. Huge, fragrant, snowy, trumpet-like flowers up to a foot in length. Very spectacular when well grown. Germinates slowly and needs heat.

Tr. pkt., 75c; 1/4 oz., \$2.00; 1 oz., \$6.00.

Wrighti (Angel's Trumpet). 2500 S. 3 ft. Large, white-tinted orchid flowers. Tr. pkt., 30c; 1/4 oz., 65c; 1 oz., \$2.00.

DELPHINIUM CHINENSIS

(Annual Delphinium)

20,000 seeds per oz.

● **Blue Mirror.** Bright navy-blue flowers without spurs.

Tr. pkt., 55c; 1/4 oz., \$1.25; 1 oz., \$3.75.

● **Cambridge Blue.** The standard Belladonna-blue variety.

Tr. pkt., 40c; 1/4 oz., 80c; 1 oz., \$2.75.

Mixture. Tr. pkt., 30c; 1/4 oz., 70c; 1 oz., \$2.10.

Perennial Delphinium. See page 61.

DIANTHUS

25,000 S. Wonderfully showy and free flowering bedding plants.

● **Sweet Wivelsfield Single Mixed.** 12 in. Probably the most popular of the annual Dianthus. Free flowering and brilliantly colored. Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.00.

Sweet Wivelsfield Double Mixed. Same as above but most flowers either semi-double or double.

Tr. pkt., 30c; 1/4 oz., 70c; 1 oz., \$2.25.

Westwood Beauty (D. Heddensis). Pleasing 2-inch, single flowers in shades of red on long stems. Somewhat more resistant to heat than ordinary Dianthus.

Tr. pkt., 30c; 1/4 oz., 60c; 1 oz., \$2.00.

● **Gaiety.** Large, single fringed flowers. The showy colors range from pure white to crimson and are attractively zoned.

Tr. pkt., 35c; 1/4 oz., 75c; 1 oz., \$2.50.

HEDDEWIGI (Double Pinks). 10 in.

● **Imperator Mixture** of all colors in this double class.

Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.35.

● **Double Gaiety.** Brilliant shades in a full range of colors, including bright salmon and scarlet.

Tr. pkt., 35c; 1/4 oz., 75c; 1 oz., \$2.50.

Hardy Dianthus. See page 60.

DIDISCUS

10,000 S.

Blue Lace (Coeruleus). Small heads of light lavender flowers in sprays. Useful for spring forcing, or outdoors in cool climates. Tr. pkt., 30c; 1/4 oz., 80c; 1 oz., \$2.40.

Lace Veil. A pure white form of the above.

Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.

Pink Lace. (New.) Like the above two but pale pink in color if grown in shade.

Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.

**DIDISCUS,
BLUE LACE**



DIMORPHOTHECA (Cape Marigold)

9500 S.

Aurantiaca Mixed. 6 to 10 in. 2-inch single Daisy-like flowers in bright yellow, buff and orange shades.

Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.25.

● **Glistening White.** Large, Daisy-like flowers with black eye, edged violet. Spreading plants 10-12 in. tall.

Tr. pkt., 40c; 1/4 oz., \$1.00; 1 oz., \$3.25.

DRACAENA

Indivisa. In the hull. 1500 S. The narrow-leaved and most popular variety. Tr. pkt., 20c; 1 oz., 55c; 4 ozs., \$1.65.

Indivisa. Cleaned. 10,000 S. Hulled seed.

Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.

Australis. 1000 S. The broader-leaved kind.

Tr. pkt., 20c; 1/4 oz., 35c; 1 oz., \$1.00.

Dusty Miller. See Cineraria, page 24, and Centaurea, page 23.

ECHIU

Blue Bedder. 6500 S. 14 in. Small, bell-shaped flowers throughout the summer. Tr. pkt., 35c; 1/4 oz., 80c; 1 oz., \$2.40.

EUPHORBIA

Variegata (Snow-on-the-Mountain). 2500 S. 2 ft. Green leaves with white edges. Tr. pkt., 20c; 1 oz., 60c; 1 lb., \$5.50.

Heterophylla (Annual Poinsettia or Mexican Fire Plant). 5000 S. 36 in. Upper leaves blotched with red.

Tr. pkt., 30c; 1/4 oz., 70c; 1 oz., \$2.10.

Hardy Euphorbias. See page 60.

EXACUM

● **Affine.** 1,000,000 S. An excellent summer pot plant with richly fragrant violet-blue flowers. A December-January sowing with 3 to 5 seedlings in a 4- or 5-inch pot will make fine plants for summer sales. Shade glass during hot weather.

Tr. pkt., \$1.25; 1/128 oz., \$3.00; 1/64 oz., \$5.50.

FREESIA

3000 S. Freesias are enjoying a "come-back" in popularity today, due to the fine new seed strains which make it possible to grow good cut flowers from seed, thus eliminating the problem of diseased bulbs and uncertainty of the crop. Seed sown in May will produce bulbs by September which will bloom the following January. Soak seed 24 hours before sowing.

SUPER GIANTS. The most choice strain, imported from a European specialist. Large flowers and long stems.

White	Blue and Lilac Shades	Red and Pink Shades
Yellow and Orange Shades	Mixed Colors	

Prices above 5, each: tr. pkt., \$1.00; 1/8 oz., \$2.25; 1/2 oz., \$7.50.

Refracta alba. White. Tr. pkt., 60c; 1/4 oz., \$1.35; 1 oz., \$4.00.

Rainbow Hybrids. Attractive mixture of blues, yellows and reds. Tr. pkt., 75c; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1 oz., \$8.25.

Gloxinias

Try Gloxinias from seed. A December sowing (70° and very light or no covering for best germination), carried along at 65° during the winter will make lovely 5-inch blooming plants in June. Suggest soil made of 1/3 peat, 1/2 light organic soil and 1/3 sand. Shade lightly and water with care never to let them dry out. Keep them growing. 3-inch spacing in flats or open beds is O.K. instead of small pots for first transplanting. 25,000 seeds per 1/32 oz.

PANZER SCARLET—Originator's Seed

Pictured at right. This deep, bright velvety red is the color in Gloxinias—Mr. Panzer produces many thousands of Gloxinias for shipping and offers this color only. The originator's strain has been reselected by Mr. Panzer and is now offered with assurance that it has no peer in commercial Gloxinia seed strains. Mr. Panzer's full cultural directions sent with each packet.

Tr. pkt., \$3.00; 5 tr. pkts., \$13.50.

Tigred & Spotted. Mixed colors.

Tr. pkt., \$1.25; 6 pkts., \$6.00.

Formula Mixture. Made up of choice named separate color varieties. All colors except yellow are represented including bicolors and spotted types. Tr. pkt., \$1.25; 6 pkts., \$6.00.

Scarlet

Scarlet & White

Violet

Violet & White

White

Rose Sensation

Prices above 6, each: tr. pkt., \$1.25; 6 pkts., \$6.00.

COLLECTION of 1 tr. pkt. each above 6 separate colors, \$6.00.



GLOXINIA, PANZER SCARLET
Originator's Strain

IMPORTED FLEXIBLE-LEAVED STRAIN

This new strain is reported by its originator to have softer and more flexible leaves than the ordinary type, permitting it to be handled and packed without danger of leaf breakage.

Blood Red

Blue

Prices above 2, each: tr. pkt., \$2.00; 1/128 oz., \$6.00.

FUCHSIA

HYBRIDA.

Special Mixture. A choice mixture of single and double types saved from one of the finest collections in the country. 350 seeds, \$3.00; 700 seeds, \$5.50; 1400 seeds, \$10.00.

GAILLARDIA

PICTA. 14,000 S. Brightly colored, popular plants for beds and borders. The taller varieties make useful summer cut flowers.

● SUNSHINE DOUBLE MIXED

2 ft. Fully double flowers about 2 1/2 in. across are carried on strong stems 16 to 18 in. long. Attractive shades of wine-red, yellow and bicolor red and yellow. Good for summer cut flowers. Tr. pkt., 30c; 1/4 oz., 70c; 1 oz., \$2.40.

Indian Chief. 12 to 15 in. An even and very free flowering single strain with solid red flowers.

Lorenziana Double Mixed. 12 in. Quite attractive and free flowering double strain of orange, yellow, red and rose shades.

Prices above 2, each: tr. pkt., 20c; 1/4 oz., 50c; 1 oz., \$1.50.

TETRA.

● **Red Giant.** 22 in. 2 1/2-inch single flowers of solid, bright copy red are produced in abundance on vigorous, bushy plants. Tr. pkt., 30c; 1/4 oz., 90c; 1 oz., \$2.70.

Perennial Gaillardia. See pages 60 and 62.

GAZANIA

Splendens Grandiflora Mixed. 12,000 S. Daisy-like flowers, mostly orange, with shades of yellow and white. About 8 inches. The vigorous plants are constantly in bloom. Stands hot, dry weather well. Tr. pkt., 50c; 1/4 oz., \$1.25; 1 oz., \$3.75.

GERANIUM

Florist Mixture. Extra large flowered singles saved from named varieties. This is acknowledged by experts to be the country's finest strain of seed grown Geraniums. 500 seeds, \$1.75; 2,000 seeds, \$5.25.

Zonale. 6200 S. A mixture of single types in shades of white, pink, salmon and red. Easily grown from seed, but should be sown early for summer blooms.

Tr. pkt., 50c; 1/4 oz., \$2.00; 1 oz., \$6.00.

GERBERA (Transvaal Daisy)

Duplex Hybrids. 8000 S. 2-2 1/2 ft. This splendid strain produces large 5-inch flowers with twice as many petals as the ordinary single type. All colors, except blue, are represented with flowers being carried on long, strong stems. 100 seeds, 65c; 1000 seeds, \$5.50; 5000 seeds, \$25.00.



BE SURE TO INCLUDE ALL OF THE
SWEET SIXTEEN VARIETIES
ON YOUR SPRING SEED LIST THIS YEAR

POSTERS
SALESCARDS
BOOKLET

WILL FEATURE THEM!

ANNUALS—Continued GESNERIA

Macrantha. The Gloxinia-like leaves of this attractive pot plant are crowned with an upright central stem bearing many slender, tubular, brilliant scarlet flowers from the leaf axils. Sow January to March for late fall and Christmas plants. Keep shaded during summer. Tr. pkt. (about 1000 seeds), \$1.25.

GLADIOLUS

Color Cavalcade. A wonderful assortment of colors from hand-pollinated crosses. If seed is sown in fall, bulblets may be harvested in March and replanted in May to be harvested in fall as blooming size bulbs for following spring planting. 250 seeds, 50c.

GODETIA

95,000 S. Should be grown in flats or shallow benches for greenhouse cut flowers. Handle like Clarkia.

UPRIGHT SINGLE. 18 in. This class is especially attractive and much grown for greenhouse cut flowers.

Duke of York. Bright carmine and white.

Kelvedon Glory. Rich apricot.

Prices above 2, each: tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.90.

TALL DOUBLE. 2 ft.

Mixture of colors. Tr. pkt., 20c; ¼ oz., 50c; 1 oz., \$1.50.

DWARF DOUBLE AZALEA-FLOWERED.

Sybil Sherwood. 18 in. Bright salmon-pink, edged white.

Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

GOURDS, ORNAMENTAL

SMALL VARIETIES. 450 S. All are easily grown and, when properly dried and varnished, last indefinitely.

Spoon. Orange and green fruits with long, slender necks.

Warted Types Mixed. Not over 4 in. in diameter.

Small Varieties Mixed. Offered in place of the La Montagne strain which is no longer available.

Prices above 3, each: tr. pkt., 25c; 1 oz., 90c.

GRASSES, ORNAMENTAL

See page 37.

GOMPHRENA (Globe Amaranth)

GLOBOSA. 5500 S. A very showy garden flower, and the taller varieties have some value for cutting. Does exceptionally well in hot, dry locations but is "at home" almost anywhere. Better try some Gomphrena if you've never grown it.

Rubra. 2 ft. One-inch ball-shaped flowers of bright reddish purple.

● **Mixture** of purple, silvery white, pink and orange.

Prices above 2, each: tr. pkt., 15c; ¼ oz., 35c; 1 oz., \$1.10.

● **Buddy.** 9 in. Fairly dwarf plants with small, ball-shaped flowers of bright reddish purple. This is the true dwarf strain. Fine for bedding, pot plants or combination boxes.

Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.25.

GOMPHRENA, BUDDY

The dwarf Gomphrena Buddy is as valuable for combinations as it is for bedding.



**GYPHOPHILA,
COVENT
GARDEN
MARKET**

GREVILLEA

Robusta. (Australian Silk Oak). 3000 S. Seed sown in early spring and grown in a temperature of 60° will make nice 5-in. pot specimens by fall. Because it holds its foliage well, it is being used with Poinsettias instead of Asparagus. Tr. pkt., 40c; ¼ oz., \$1.35; 1 oz., \$4.00.

GYPHOPHILA

ELEGANS (Baby's Breath). 24,000 S. Easily flowered in flats in the greenhouse or may be grown outdoors; requires about 3 months to bloom from sowing. Although the larger flowered varieties are attractive and fine, the smaller ones outlast them for bouquet work.

● **Covent Garden Market.** A very excellent strain with large and full-petaled white flowers, about 15% of which have 6 to 8 petals. 1 oz., 30c; 4 ozs., 75c; 1 lb., \$2.50; 5 lbs., \$10.00.

● **Paris Market.** Smaller flowered than Covent Garden Market. Used extensively in southern states for winter blooming. Holds up well. 1 oz., 30c; 4 ozs., \$1.20; 1 lb., \$3.60.

Carminea. Small. ¼-in. pink flowers. Tr. pkt., 15c; 1 oz., \$1.20; 4 ozs., \$4.00.

Hardy Gypsophila. See page 62.

HELIANTHUS (Sunflower)

● **Sungold.** 650 S. Of uniform medium height (4 to 5 ft.) with practically 100% fully double, golden yellow Chrysanthemum-like flowers about 4 in. across. Sow outdoors in May for August blooming. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., 90c; 4 ozs., \$3.00; 1 lb., \$9.50.

HELICHRYSUM

MONTROSUM. 36,000 S. The most popular double Strawflower. Widely used for drying.

Canary-Yellow **Golden Globe** **Rose Queen**
Fireball (Scarlet) **Formula** **Mixture**

Prices above 5, each: tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.40.

HELIOTROPE

50,000 S.

Dwarf Regale Mixture. 15 in. A fine, even strain with extra large, lavender-violet flower heads. Richly fragrant. Tr. pkt., 40c; ¼ oz., \$1.00; 1 oz., \$3.25.

● **Marine.** A fine new deep violet color and large flower heads. Tr. pkt., 50c; ¼ oz., \$1.00; ¼ oz., \$3.50.

First Snow. Large, clear white flowers on bushy plants. Very fragrant, and unusually attractive. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

ANNUALS—Continued

HOLLYHOCK (Annual)

Indian Spring. 4 to 5 ft. Starts to bloom 5 months from seed sowing and continues until frost. Semi-double, light pink and rose flowers are borne mostly on central spike.
Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.90.

- **Indian Summer.** Contains a wide range of colors, with all the beauty of the perennial type. Blooms first season from seed.
Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

Perennial Hollyhocks. See page 62.

HUNNEMANNIA

FUMARIAEFOLIA (Bush Escholtzia). 8000 S.

- **Sunlite.** Brilliant canary-yellow, semi-double.
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Hardy Iberis. See page 62.

IMPATIENS - "Sultanas"

See opposite page.

KOCHIA (Summer Cypress)

Childsii. 45,000 S. 24 in. Symmetrical oval plants stay green throughout the entire season.

Tr. pkt., 15c; 1 oz., 50c; 4 ozs., \$1.80.

LANTANA

1300 S. Very showy. One of the most satisfactory bedding subjects for areas where summer heat is excessive. Must be sown early with bottom heat.

Dwarf Hybrids Mixed. 12 in.

Tr. pkt., 30c; ¼ oz., 90c; 1 oz., \$2.70.

Tall Hybrids Mixed. 30 in.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.60.

LARKSPUR

See page 32.

LAVATERA

Splendens, Loveliness. 4500 S. Hollyhock-like flowers of deep salmon-rose.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

LEPTOSYNE

Golden Rosette. 18 in. Bright golden yellow double flowers.
Tr. pkt., 30c; ¼ oz., 70c; 1 oz., \$2.10.

FOR SHADE

Following subjects enjoy more or less shade. Recommendations of these plants to those of your customers who have a "shade problem" might result in some increased business in these items.

Alyssum

Gloxinias

Pansies

Fibrous Begonias

Coleus

Impatiens

Salvia

Exacum

Lobelia

Torenia

Tuberous Begonias

LINARIA

MAROCCANA (Miniature Snapdragon). 600,000 S.

Northern Lights. An improved taller growing Linaria containing many new bright shades.

Tr. pkt., 40c; ¼ oz., \$1.35; 1 oz., \$4.00.

LOBELIA

700,000 S. For partially shaded locations and for plant combinations, Lobelias provide the brilliant blues lacking in most plants.

COMPACTA. 6 in. Of dwarf, compact habit.

- **Blue Gown.** Free flowering deep blue. Very fine.

Cambridge Blue. Very dwarf, light blue.

- **CRYSTAL PALACE**

Very dwarf deep blue with dark bronzy green foliage. A fine variety.



Mrs. Clibran Imp. Deep blue; white eye and light foliage.

White Lady. Clear glistening white.

Prices above 5, each: tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75.

Mixture of all colors in the compacta class.

Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.25.

PENDULA. Of trailing or pendulous habit.

Hamburgia. Deep blue with dark green foliage.

Tr. pkt., 40c; ¼ oz., 90c; ¼ oz., \$1.60.

Sapphire. Deep blue with white eye. Light green foliage.

Tr. pkt., 40c; ¼ oz., \$1.00.

Perennial Lobelia. See page 63.

LOVE APPLE

See page 37.

LUPINE

GIANT KING (Improved Hartwegi). 1300 S. Makes a nice spring cut-flower crop flowered in 3-inch pots from a January sowing spaced close so as to flower one spike to a plant.

- **Oxford Blue.** Deep blue. **Sky-Blue** **White** **Mixture**

Prices above 4, each: tr. pkt., 25c; 1 oz., \$1.00; 4 ozs., \$3.00.

Perennial Lupine. Polyphyllus, see page 63.

Lunaria. See page 63.

KALANCHOE



2,240,000 S. One of the showiest winter pot plants and one that holds up well in the home. While they flower normally in January and February, they may be had in bloom for Christmas from a January sowing, if shaded for about 4 weeks starting late August.

- **Tom Thumb.** See opposite page. Produces perfectly rounded, symmetrical plants literally covered with small bright scarlet flowers. A January or February sowing will provide fine 4- or 5-in. specimens for next winter's sales. Ours is the original true-to-name strain of this popular variety. Tr. pkt. \$1.50; ¼ oz., \$3.00; ½ oz., \$5.50; ¾ oz., \$10.00.

- **Brilliant Star.** A fine pot plant, producing flowers three times the size of the common varieties and of a brighter, fiery red color. Tr. pkt., \$1.00; ¼ oz., \$2.10; ½ oz., \$3.85; ¾ oz., \$7.00.



IMPATIENS, DWARF BRIGHT ROSE



IMPATIENS, DWARF BRIGHT ORANGE

Impatiens "SULTANAS"

We feel that Impatiens have been underrated by many bedding plant growers. While the color range is limited in both the separate color offerings and in the mixtures, these plants do make exceptionally satisfactory bedding plants for shade. The widespread use of certain Impatiens varieties, cutting propagated, attests to their worth.

It's important for most bedding purposes to confine your use to the dwarf strains which retain much better plant habit in late stages of growth. Impatiens tolerate a wide range of temperature and grow well with most spring subjects. Try them from seed—one of the few annual subjects which can be depended upon to produce **an abundance of colorful blooms** throughout the summer in shade. 66,000 S.

DWARF. 6 to 8 inches.

● IMPATIENS, DWARF BRIGHT ORANGE

Very uniform, extra dwarf, flat, spreading growth. This is an outstanding bright shade of orange and should sell very readily as a bedding subject for shade. Similar to European strains of *Beauty of Klettgau*, but our trials indicate it is superior in uniform dwarf habit.

Tr. pkt., \$1.75; 1/32 oz., \$4.50; 1/16 oz., \$8.00.

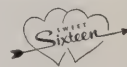
Dwarf Bright Rose. A luminous shade of deep rose. Compact and free flowering.

Blaze. (New.) Bright scarlet-orange with attractively contrasting dark foliage. Dwarf, spreading growth.

Pinkie. (New.) Large flowers of bright coral-rose with salmon-cast. This is an entirely new color in dwarf Impatiens.

IMPATIENS, DWARF MIXTURE

Bright mixture of dwarf varieties including above colors and other shades. Excellent for shade bedding.



Prices above 4, each:

Tr. pkt., \$1.50; 1/32 oz., \$3.00; 1/16 oz., \$5.75; 1/8 oz., \$10.50.

SEMI-DWARF. 9 to 12 inches.

Salmon-Rose.

Autumn Glow. Brilliant orange-scarlet flowers.

Prices above 2, each:

Tr. pkt., \$1.50; 1/32 oz., \$3.00; 1/16 oz., \$5.75; 1/8 oz., \$10.50.

TALL.

Holsti Hybrids Mixed. Bright mixture of pink, rose, salmon, orange, red, orchid and purple shades.

Tr. pkt., 50c; 1/16 oz., \$1.10; 1/8 oz., \$2.00.

Ipomoea. See Morning Glory, page 35; and Moonflower, page 35.



KALANCHOE, TOM THUMB

Annual Larkspur

8,000 seeds per oz.



Lilac Supreme White Supreme Salmon Supreme
Brilliant Rose Dark Blue Supreme

SUPER MAJESTIC

Deep Salmon-Pink. Medium deep rose.

- **Lavender.** Beautiful lavender-mauve.
- **Light Blue.** See 7 Best, at right.
- **Rose-Pink.** Excellent deep rose.
- **Rosy Mauve.** Rich dark lilac shade.
- **White.** Long-stemmed pure white.
- **Mixture** of above and other colors.

Prices above 7, each: tr. pkt., 30c; ½ oz., 90c; 1 oz., \$1.60; 4 ozs., \$5.25; 1 lb., \$16.00.

SUPREMES

- **Dark Blue Supreme.** See 7 Best, at right above.
- **Lilac Supreme.** See 7 Best, at right above.
- **Rose Supreme.** Clear deep rose.
- **Salmon Supreme.** See 7 Best, at right above.
- **White Supreme.** See 7 Best, at right above.
- **Supreme Mixture.** All Supreme colors.

Prices above 6, each: tr. pkt., 40c; ½ oz., \$1.00; 1 oz., \$1.80; 4 ozs., \$6.00; 1 lb., \$18.00.

For Early Summer Cut Flowers Outdoors: If you failed to make an outdoor sowing last fall, good results can be had from a spring sowing—if you get your seed in the ground just as soon as the frost is out of it. Figure on 2 lbs. of seed to sow an acre or 1 oz. for 600 to 700 ft. of row, if seeds are sown about 1 inch apart. Height outdoors 2 to 3 ft.

Under Glass—Spring Flowering: For indoor growing, Larkspur is a nice crop to follow late Mums. Well started 3-inch banded or potted plants should be ready, and are produced by a December or January sowing. Space at least 12x12 in. on ground; 10x10 in. on raised beds should be ample. The after-Mum planting is generally started out cool, 45° nights, increasing to 50° or more with spring weather. Height indoors 4 to 5 ft.

Varieties: The newer Regals, Supremes and Super Majestics have largely improved most of the older Giant Imperials, being stronger growers with better flower spikes. If you're not familiar with them, we suggest that you confine the bulk of your planting to the "7 Best" listed below.

PLEASE NOTE: Pound price applies to ½ pound or more of one variety only—not allowed for several varieties totaling 1 pound.

"7 BEST"

This list is based on our greenhouse flowering trials. Generally strains which are found best under glass seem also best adapted to outdoor culture.

- **Salmon Supreme.** Medium salmon-rose; heavy, fully double spikes.
- **Dark Blue Supreme.** Deep violet-blue; improves Blue Spire.
- **Lilac Supreme.** The best clear lavender; no orchid shading.
- **White Supreme.** The most vigorous white according to our trials.
- **Regal Salmon-Pink.** A shade lighter than Salmon Supreme. Very nice.
- **Super Majestic Light Blue.** An excellent light blue; outstanding.
- **Giant Imperial Brilliant Rose.** Deepest rose of all; fully double.
- **7 Best Mixture.** Blended by formula from these 7 varieties.

Prices above 3, each: tr. pkt., 30c; ½ oz., 90c; 1 oz., \$1.60; 4 ozs., \$5.25; 1 lb., \$16.00.

COLLECTION: One tr. pkt. each of above 7 named varieties for \$2.35.

REGAL TYPE

- **Regal White.** Fine, compact spikes.
- **Regal Rose.** Rich deep rose with fine, heavy spikes and large, double florets.
- **Regal Salmon-Pink.** See 7 Best, above.

Prices above 3, each: tr. pkt., 40c; ½ oz., \$1.00; 1 oz., \$1.80; 4 ozs., \$6.00; 1 lb., \$18.00.

HYACINTH-FLOWERED

Produces one long non-branching spike. Early and non-shattering. For greenhouse use only.

Dark Blue	Lavender	Pink
Purple	White	Mixed

Prices above 6, each: tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$10.00.

Tall (Cutting) Marigolds

10,000 S. Most any grower will find a spring crop of cut-flower Marigolds quite profitable. A January or February sowing, spaced about 4x5 inches and grown single stem, will flower April and May. The All-Doubles and Carnation-flowered types are most popular, but be sure to include some of the Chrysanthemum-flowered Mission Giants for their excellent novelty value.

FIVE BEST FOR CUTTING

- **Ball Giant Orange.** Similar in type to All-Double Orange but somewhat larger flowered and of a more uniform deep, bright orange color.
- **All-Double Orange.** This belongs to the *Fistulosa* or large flowered, solid quilled-petal type. Nearly 100% double. An excellent, long-stemmed cut-flower strain.
- **All-Double Lemon.** Identical to the above, but a clear lemon-yellow.
- **Gold Improved.** Odorless. The popular Carnation-flowered intense orange. Excellent for greenhouse forcing.

- **Yellow Supreme.** Odorless. Similar to Gold Improved but with flowers a rich creamy yellow.

- **Five Best Cutting Mixture.** Our own carefully compounded formula mixture of the foregoing varieties balanced according to their commercial value.

Prices last 6, each tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75; 4 ozs., \$6.00.



ALL-DOUBLE LEMON (top)
ALL-DOUBLE ORANGE (below)

OTHER CUT-FLOWER VARIETIES

Guinea Gold. A Carnation-flowered golden orange; long-stemmed. Freely produces loosely-petaled 3-inch flowers.

Sunset Giants. New, early strain. Extra large, long-stemmed Carnation-flowered. Ranges from lemon to deep orange.

All-Double Mixture. A mixture of All-Double Orange and Lemon, with some intermediate shades.

Prices above 3, each: tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75; 4 ozs., \$6.00.

- **Crackerjack (New).** Extra large, 100% double, Carnation-flowered blooms in shades of orange, gold and yellow. Much earlier and a better grower than Sunset Giants. Tr. pkt., 40c; ¼ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$10.00.

Odorless Carnation-Flowered Mixture. Ranges in color from deep orange to light yellow. Carnation-flowered. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.65; 4 ozs., \$5.50.

Chrysanthemum-Flowered Types

Produces almost perfect ball-shaped, Chrysanthemum-like blooms about 3 inches in diameter. Exceptionally vigorous and free branching in growth.

- **Early Sunshine** ~~MEMBER SELECTION~~ 20 in. Early and free flowering with dozens of 1½-inch Mum-like flowers of bright lemon-yellow. Blooms continuously throughout our hot summers. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.25.

- **Glitters.** Large, Chrysanthemum-like flowers of soft golden yellow on long, strong stems. Long blooming period. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

- **Happiness.** 16 in. Early, and blooms very profusely with 2½-inch Mum-type flowers of rich golden yellow produced throughout the summer. Height 16 to 18 inches. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.25.

- **Mammoth Mum.** The largest of the Chrysanthemum-flowered Marigolds. Light sulphur-yellow. Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00.

Man-in-the-Moon. (New.) Fully double, Carnation-flowered, pale ivory-yellow. Blends well with darker colors. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75.

Goldsmith (Mission Giant). A very attractive light golden orange in this popular class. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.

Yellowstone (Mission Giant). Same as above but a pleasing clear yellow. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.

Mission Giant Mixed. A well balanced mixture in this new type; ranges from deep orange to light yellow. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75; 4 ozs., \$6.00.

Winter Flowering

This class is for winter flowering from a fall sowing and will not flower during summer.

- **Colorado Sunshine.** Loosely formed, double, 3-4 inch, butter-yellow, Carnation-flowered. Classed as a winter flowering variety, but it is also fine for outdoor culture. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

Lieb's Brown and Gold. Golden crest, mahogany guard petals.

Lieb's Winter Sunshine. Solid golden yellow.

Prices above 2, each: tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$2.40.



GLITTERS

Popular, soft yellow Chrysanthemum flowered Marigold.



COLOR MAGIC



CUPID YELLOW



CUPID ORANGE

Dwarf Marigolds

Bedding or French
(9000 seeds per oz.)

These fine, uniform strains are among the most popular florist bedding plant subjects. Double varieties, such as Cupid, Spry, etc., are also valuable for combination boxes and pots.

"SIX BEST" FOR BEDDING

- **Spry.** 10 in. Our most popular Marigold. Well known for its brightly contrasting golden yellow Anemone crest over deep rich mahogany guard petals. Dwarf and free flowering.
- **Ball Dwarf Harmony.** 10 in. Similar to Spry, except for color which is bright orange rather than yellow. Very rich effective color combination—deep maroon guard petals.
- **Butterball.** 8 in. Most dwarf Marigold in our trials. Light butter-yellow petals tipped wine-red. Guard petals also wine-red. Compact habit.
- **Lemon Drop.** Dwarf, compact plants with medium small, fully double, lemon-yellow flowers. Considered by many an improvement over Yellow Pygmy.
- **Sunkist.** 9 in. Uniformly dwarf and compact with solid, deep golden orange, Anemone type flowers about an inch in diameter.
- **Rusty Red.** 13 in. Large, rust-red, fully double flowers, 2 inches across, are freely borne on medium dwarf plants. Try this in place of Robert Beist.
- **6 Best Dwarf Mixed.** Our own carefully balanced mixture of the above six.

Prices above 7, each: tr. pkt., 30c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$6.00.

OTHER BEDDING VARIETIES—DOUBLES

● COLOR MAGIC

(Above, left). Bushy growing plants, similar to the popular Spry, but with fully double, 1½-inch flowers in rich shades of yellow and orange irregularly marked dark red. Color changes as season progresses. Here is a Marigold which combines an excellent name, a dwarf, salable habit, and real bright "eye appeal". Should be on every bedding plant grower's list. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.25; 4 ozs., \$6.75.



- **Yellow Pygmy.** 10 in. Excellent very free flowering dwarf Marigold, 6 to 8 in. Double lemon-yellow and practically 100% true. Tr. pkt., 30c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$6.00.
- Harmony Hybrids.** An excellent mixture of colors in this dwarf double type.
- Golden Harmony.** 17 in. Very similar to Harmony in flower type and habit but a solid bright golden yellow.
- Harmony.** 14 in. Attractive Anemone type flowers; orange crest and maroon guard petals.
- Melody.** 12 in. A solid clear brilliant orange Anemone-flowered type.
- Pot O' Gold.** 15 in. Deep orange. Large flowers loosely formed with full centers and broad, overlapping petals. Flowers continuously in warmest weather.
- Primrose (Improved Pallida).** 12 in. Dwarf plants with fully double flowers an inch in diameter. Color is a rich golden yellow.
- Royal Scot.** 18 in. Fully double flowers striped gold and mahogany.
- Dwarf French Double Mixed.** Mixture of dwarf double sorts. A little tall; good color balance.
- Prices above 8, each: tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80; 4 ozs., \$5.40.
- **Scarlet Glow.** 12 in. Bright bronzy red, double flowers 1½ to 2 inches across are borne on dwarf plants.
- Tangerine.** 13 in. 2-inch double flowers of bright tangerine-orange.
- Prices above 2, each: tr. pkt., 30c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$6.00.

CUPID MARIGOLDS

A combination of large flowers and dwarf habit, an entirely new dwarf Marigold. Extremely uniform, these compact, odorless, bushy plants produce blooms of startling size—up to 2½ inches, of Chrysanthemum-like quality. The plant breaks freely, retaining this ideal compact habit throughout the season. Ideal for edging or any location where uniformity of habit is important. Excellent for combination planting. Cupid reaches 10 inches in open beds, but will bloom at a height of 4 to 6 inches in 3-inch pots. Some growers suggest that Cupid Marigolds be sown 4 weeks earlier and pinched for even bushier plants.

- **Cupid Orange.** Bright orange. Pictured at left.
- **Cupid Yellow.** Bright creamy yellow. Pictured above, left.
- **Cupid Gold.** Midway between Cupid Yellow and Orange in color.
- **Cupid Mixed.** Formula mix of above 3 colors.

Prices above 4, each: tr. pkt., 50c; ⅓ oz., 90c; ¼ oz., \$1.75; 1 oz., \$5.00.

SEE TOP OF OPPOSITE PAGE FOR ADDITIONAL VARIETIES

Marigold, Color Magic, is "Sweet Sixteen" for '57—a "must" on your list.

BUSINESS REPLY ENVELOPE

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

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INC.

WEST CHICAGO, ILL.

FIRST CLASS

PERMIT NO. 1

WEST CHICAGO, ILL.



DWARF MARIGOLDS, Continued

Single Varieties

- **Naughty Marietta.** 16 in. An improved Legion of Honor. Semi-dwarf, bushy plants with finely netted leaves. Freely produces 2-inch, single, golden yellow flowers, each with an attractive dark red eye.
- **Flash.** 14 in. Single mahogany flowers with golden yellow margins are freely produced on medium dwarf plants.
- **Red Head.** 12 in. A fairly dwarf Anemone-flowered variety with orange crest, tipped maroon, and copper-red to mahogany guard petals.
- **Sunny.** Similar to Naughty Marietta, but with single, clear yellow flowers.
- Prices** above 4, each: tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80; 4 ozs., \$5.40.

DWARF BUSH.

- **Gnome** (Little Giant Improved). Bell-shaped plants with fern-like foliage. Plants are covered with small, single, bright yellow, orange-eyed flowers.
Tr. pkt., 30c; ¼ oz., 65c; 1 oz., \$2.00.
- **Ursula.** Dense, rounded, free flowering plants with fine, lacy foliage. ⅝-inch, single, 5-petaled, golden orange flowers with deeper center. Foliage has a pleasant, lemon-like odor. Very attractive.
- **Lulu.** Same as above, but flowers are lemon-yellow.
- Prices** above 2, each: tr. pkt., 40c; ¼ oz., \$1.20; 1 oz., \$3.60.

ANNUALS—Continued

MARVEL OF PERU (Mirabilis Jalapa)

Mixture. 325 S. A uniform strain of old-fashioned "Four O'clocks." Fine range of bright colors.
Tr. pkt., 20c; 1 oz., 40c.

MESEMBRYANTHEMUM

Criniflorum (Livingstone Daisy). 100,000 S. Spreading plants literally covered with 1-in. flowers in many attractive colors. Needs full sun. Tr. pkt., 50c; ¼ oz., \$1.20; 1 oz., \$3.60.

MIGNONETTE

27,000 S. Sow in January for spring cutting; very fragrant.

- **Ball Forcing Strain.** 16 in. Earliest and whitest forcing variety. ½ tr. pkt., 60c; tr. pkt., \$1.00; ¼ oz., \$2.00.

MIMOSA

Pudica (Sensitive Plant). 4500 S. Leaves close when touched. Tr. pkt., 30c; ¼ oz., 65c; 1 oz., \$2.00.

MOONFLOWER (Ipomoea Noctiflora)

110 S. Large flowered, climbing, white Moonflower.

Black-Seeded

Tr. pkt., 20c; 1 oz., 60c; 4 ozs., \$2.00.

MORNING GLORY (Ipomoea)

650 S. These vines are easily grown and most varieties are profuse bloomers, if grown in soil of low fertility and not overwatered. Sow in late winter for banded or potted plants for spring bedding sales.

Candy Pink. Large, clear pink flowers—a new and unusual color in Morning Glories. Plants are somewhat shorter and more spreading than most varieties.
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.65; 4 ozs., \$5.50.

- **Pearly Gates.** A fine, clear white Morning Glory with slight cream shading in throat.
Tr. pkt., 30c; 1 oz., 90c; 4 ozs., \$3.00.

- **Heavenly Blue.** Clark's Mammoth Early Free Flowering Strain. The popular bright blue shade that is a solid sheet of vivid color all summer. Can be forced into flower for spring sales in 3- or 4-in. pots from a sowing made 8 to 10 weeks previously.
Tr. pkt., 20c; 1 oz., 75c; 4 ozs., \$2.25.

Scarlett O'Hara. 650 S. Vivid crimson-scarlet. Improved climbing strain.
Tr. pkt., 20c; ¼ oz., 45c; 1 oz., \$1.25.

MYOSOTIS (Forget-Me-Not)

44,000 S.

- **Ball Early.** Free flowering, spring blooming plants of this always popular bright blue flower can be had from a sowing made in December or January. This should not be confused with the other types listed with the perennials.
Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.25.

Hardy Myosotis. See page 63.

NAEGELIA (Temple Bells)

1,500,000 S.

Art Shades. Dwarf plants with Gloxinia-like leaves and clusters of slender, tubular flowers in shades of pink, red, yellow and orange; all with spotted throats. This showy pot plant requires the same culture as Gloxinias.
Tr. pkt. (about 1000 seeds), \$1.50.

NASTURTIIUM

Retail growers shouldn't overlook the value of a greenhouse planting of these free flowering double Nasturtiums. Their richly colored, long-stemmed, fragrant flowers are excellent for cutting and the dwarf type is well suited for combinations or window boxes.

DOUBLE GLEAM TYPE. 175 S. Of trailing or climbing habit. Vigorous growers; fine for cutting or window boxes.

- **Golden Gleam.** Rich, golden yellow.
- **Scarlet Gleam.** A brilliant scarlet.
- **Gleam Hybrids:** A complete mixture of all double varieties.

Prices above 3, each: 1 oz., 40c; 4 ozs., \$1.25; 1 lb., \$4.00.

DWARF DOUBLE TYPE. 175 S. Fully as double and large as the Gleam type, but of dwarf, compact, rounded growth. 12 to 15 in. high.

CHERRY ROSE

Bright color. Very compact and exceptionally free flowering. 1 oz., 45c; 4 ozs., \$1.30; 1 lb., \$4.50.

Golden Globe. Golden yellow.

Scarlet Gem. Brilliant scarlet.

Mixture of all colors in this dwarf class.

Prices of above 3, each: 1 oz., 35c; 4 ozs., \$1.20; 1 lb., \$3.60.

SINGLE VARIETIES. 225 S.

Dwarf Mixture of all colors in this class.
1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.00.

ANNUALS—Continued

NEMESIA (Strumosa Suttoni)

GRANDIFLORA. 90,000 S. 18 in. This large-flowered, long-stemmed strain is fine for spring cutting.

Mixture of all colors in this tall class.

Tr. pkt., 25c; 1/8 oz., 60c; 1/2 oz., \$2.00.

NANA COMPACTA. 6 to 8 in. Ideal for combination work.

Fire King. Cerise-scarlet.

Orange Prince. Rich orange.

Triumph Mixed. A very attractive mixture with a wide range of colors.

Prices above 3, each: tr. pkt., 35c; 1/8 oz., 75c; 1/2 oz., \$2.50.

NIEREMBERGIA

● PURPLE ROBE

5500 seeds per 1/32 oz. This is a wonderful bedding or edging plant. The 1-inch deep violet-blue flowers are lavishly produced on dwarf plants throughout the summer. Retains its brilliance without fading under strong sunlight.

Tr. pkt., 50c; 1/32 oz., \$1.75; 1/16 oz., \$3.25.

NICOTIANA (Flowering Tobacco)

Showy plants with a pleasing evening fragrance.

● **Orange Blossom** (Suaveolens). 210,000 S. 18 in. A dwarf and compact small-flowered white. Tr. pkt., 30c; 1/16 oz., 85c. AFFINIS. 400,000 S.

● **Crimson Bedder.** 15 in. Compact, very free flowering. Deep crimson-red. Tr. pkt., 30c; 1/4 oz., 60c; 1 oz., \$2.00.

White. 3 ft. Large-flowered. Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.20.

● SENSATION MIXED

(Daylight Strain). 24 in. The flowers of these new Nicotiana hybrids have the unique feature of remaining open all day, even in brilliant sunshine. They have the same delightful evening scent as the older types, while the colors range from white through many shades of cream and pink to purple and deep crimson. Plants are bushy in habit, ideal for bedding. Tr. pkt., 40c; 1/4 oz., \$1.00; 1 oz., \$3.25.

NIGELLA

Miss Jekyll (Love-in-a-Mist). 11,000 S. Cornflower-blue. Tr. pkt., 30c; 1 oz., \$1.20.

ORNAMENTALS

In addition to the many varieties of plants which are grown and admired for the beauty or fragrance of their flowers, there is a steadily increasing group of ornamentals which are prized for their colored fruits or seeds, or for their attractive foliage, and which in their original form were either vegetables or field crops. We have grouped these varieties together here for convenience in ordering.

CHERRY, CHRISTMAS (Solanum)

12,000 S. Sow in February, summer plants outdoors; lift and pot in September for Christmas pot plants.

● **Ball Christmas Cherry** (Hlavacek's Masterpiece). A uniform, bushy strain. Large, round, red fruit is very freely produced. Tr. pkt., 50c; 1/4 oz., \$1.25; 1 oz., \$3.75.

Patterson Christmas Cherry. More dwarf and compact than Ball Christmas Cherry. Well suited for smaller sized pots. Tr. pkt., 75c; 1/4 oz., \$1.50; 1 oz., \$4.75.

CORN, ORNAMENTAL

Rainbow (Calico or Indian Squaw). 90 S. Kernels of various colors make attractive ears for fall decorations. 1 oz., 20c; 4 ozs., 50c; 1 lb., \$1.50.

Strawberry. 590 S. The attractive, tiny 2-in. ears of rich, shiny mahogany contrast with the straw-colored husks when folded back. Grand for fall floral arrangements. 1 oz., 40c; 4 ozs., \$1.40; 1 lb., \$4.00.

Striped. 6-8 ft. Here is an ornamental-leaved corn which is quite attractive with its contrasting clear yellow stripes on dark green foliage. Try it for floral arrangements. 1 oz., 40c; 4 ozs., \$1.40; 1 lb., \$4.00.

COTTON

(New.) 270 S. A dwarf strain of definite ornamental value with bright pink buds and creamy blossoms. The white balls of cotton are nice for winter bouquets. Sow indoors and plant out after frost. Seed cannot be shipped into California. Tr. pkt., 35c; 1 oz., \$1.50.

GRASSES, ORNAMENTAL

Pennisetum Ruppelianum (Fountain Grass). 14,500 S. 3 to 4 ft. Long, graceful purple sprays. Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.

FLOWERING KALE

(New.) 12,000 S. Under cool late fall and winter conditions this novel plant produces large, showy, fringed leaves in various ivory, light green, pink and purple shades. Sow seed in early July for attractive winter pot plants.

Tr. pkt., 40c; 1/4 oz., \$1.20; 1 oz., \$3.60.

LOVE APPLE

10,400 S.

Orange Fruited (Solanum Aculeatissimum). 2 ft. Long, thorny branches of bright orange fruits about 1 1/2 inches across. When dried makes colorful material for fall floral arrangements. Tr. pkt., 50c; 1/8 oz., \$1.75.

Red Fruited (Solanum Integrifolium). 2 1/2 ft. Similar to the above but slightly taller, not thorny, and fruits shrivel some when dried. Tr. pkt., 50c; 1/8 oz., \$1.75.

STRAWBERRY

Harzland. 90,000 S. Small red fruits on fairly compact runnerless plants. A nice novelty. Tr. pkt., 50c; 1/16 oz., \$1.50.

PEPPER, CHRISTMAS (Capsicum)

9,000 S. Sow April to June and carry along indoors for Christmas.

Ball Christmas Pepper. Compact plants with a profusion of cone-shaped fruit that is first green, later turning purple and then red. Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$4.75.

● **Candle Pepper.** (Craigi Christmas Pepper.) Similar to Ball Christmas Pepper, but the plants are smaller leaved. Small fruit, very freely produced well above the foliage, turns from white to brilliant red. Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$4.75.

Red Fangs. (New.) One inch slender fruits, which turn directly from green to red, are borne in clusters. Well adapted for Christmas use. Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$4.75.

PALM

Chamaedorea Elegans (Neantha Bella—new). 180 S. A miniature Palm from South America. Dwarf and graceful, and grows more rapidly than Kentia after germination which requires 5 months or more at 70°. Use a friable sandy loam mixed with peat in potting. 100 seeds, \$2.50; 1000 seeds, \$6.00.

PANSY

See pages 38 and 39.

PASSIFLORA

Coerulea (Passion Flower). Greenhouse climber with large, blue flowers surmounted by a purple and white crown. Tr. pkt., 40c; 1/8 oz., 90c; 1/4 oz., \$1.65; 1 oz., \$5.00.

PENTSTEMON (Beard Tongue)

Sensation Mixture. 55,000 S. 2 ft. Attractive bell-shaped flowers produced on good spikes in an exceptional range of colors. Much used for bedding or in borders. Used as an annual or perennial. Tr. pkt., 40c; 1/4 oz., \$1.00; 1 oz., \$3.25.

PERIWINKLE

See Vinca, page 53.

PETUNIAS

See pages 2 to 11.

PHLOX DRUMMONDI

14,000 S. Annual Phlox are among our most showy bedding items and more popular today than ever before. This is one of the few native American flowers—was discovered by an Englishman named Drummond in 1835 on the plains of Texas. It stands heat well and rivals Petunias for showiness, having the added advantage of a dwarf, neat habit (Nana Compacta Global types) absent from most Petunias.

GRANDIFLORA. 15 to 18 in. Fine, free flowering bedding and border material. Also nice for cutting.

Chamois Rose. Light creamy pink with white center.

Coccinea. Crimson-red.

Rosea. Medium rose-pink.

● **Violet**. Try this with white or yellow.

White. A clear, even white.

Prices above 5, each: tr. pkt., 40c; 1/4 oz., 80c; 1 oz., \$2.50.

● **Special Mixture** of all colors in this tall class.

Tr. pkt., 30c; 1/4 oz., 60c; 1 oz., \$2.00.

● **Cuspidata Mixture** (Star of Quedlinburg). A mixture of star-shaped flowers. Tr. pkt., 35c; 1/4 oz., 80c; 1 oz., \$3.00.

BALL CHRISTMAS PEPPER



● TWINKLE

ALL-AMERICA SELECTION (New — All-America winner for 1957). Dainty flowers of the Cuspidata or starred type, with pointed petals, are lavishly produced on dwarf, compact plants. An unusually wide assortment of colors, both solid and bicolor, are included in this blend. Blooms very early in flats and continues well into the summer. Tr. pkt., 75c; 1/8 oz., \$1.65; 1/4 oz., \$3.00; 1 oz., \$9.00.

GRANDIFLORA GIGANTEA. Somewhat stronger in growth and larger flowered than the foregoing.

● **Art Shades Mixture**. Mixture of pastel shades; white eyes. Tr. pkt., 45c; 1/4 oz., \$1.10; 1 oz., \$3.30.

NANA COMPACTA. 19,000 S. 6 to 8 in. Of dwarf, compact growth, fine for low bedding and border work.

● GLOBE MIXED

8 in. **ALL-AMERICA SELECTION** An important type of annual Phlox. Many bedding plant growers are now using Globe exclusively for mixed dwarf Phlox. Reason: beautifully rounded superior plant habit. Tr. pkt., 50c; 1/8 oz., \$1.50; 1/4 oz., \$2.65; 1 oz., \$8.00.

● **Fireball**. Fiery scarlet.

● **Sky Blue**. Blue; white eye.

● **Snowball**. Good clear white.

● **Violet**. An attractive, rich color.

● **Salmon Rose**. (Former Chamois).

● **Apricot**. Deeper than Isabellina.

Prices above 6, each: tr. pkt., 45c; 1/4 oz., \$1.10; 1 oz., \$3.30.

● **Mixture**. Dwarf mix. Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.

● **Ideal Bedding**. (Masterblend). 6 to 8 in. This new florist strain is exceptionally uniform in its dwarf habit. An unusually bright mixture of colors well adapted for pot and combination work or for borders. Tr. pkt., 75c; 1/4 oz., \$2.00; 1/2 oz., \$3.50; 1 oz., \$6.00.

● **Beauty Mixed** (Sutton's). A compact and very free flowering strain with large blooms. Excellent for pot plants, combinations or bedding. Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$4.50.

● **Cecily Mixed**. A very popular semi-dwarf mixture. Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.

● **Pinks**. See Dianthus, pages 27 and 60.



ROGGLI GIANT ELITE MIX

In comparative trials the world over, this unique Swiss grown Pansy strain almost invariably takes top honors for petal substance, deep rich colors, flower size and uniform dwarf growth habit.

"FOUR BEST"

● **Ball Giant Mixture.** This is our finest and most popular bedding Pansy mixture. We blend this ourselves, using the best available strains of Swiss Giants, adding separate varieties to insure a good balance of colors. Tr. pkt., **85c**; $\frac{1}{8}$ oz., **\$1.65**; $\frac{1}{4}$ oz., **\$3.00**; 1 oz., **\$10.00**; 4 ozs., **\$36.00**.

● **Canadian Giants.** This selection from Maple Leaf Giants is extra large flowered. Tr. pkt., **\$1.00**; $\frac{1}{8}$ oz., **\$1.85**; $\frac{1}{4}$ oz., **\$3.30**; 1 oz., **\$11.00**.

● **Roggli Giant Elite Mix.** (Pictured above). A choice Swiss bedding strain, predominating in rich red and bronze shades with the typical, large, deep blotches. The finest large flowered Pansy. We supply *originator's* imported seed only. Tr. pkt., **\$1.50**; $\frac{1}{8}$ oz., **\$3.75**; $\frac{1}{4}$ oz., **\$7.00**; 1 oz., **\$22.00**.

● **Steele's Jumbo Mixture.** We handle the *originator's* seed of this popular American strain. Tr. pkt., **\$1.25**; $\frac{1}{8}$ oz., **\$3.00**; $\frac{1}{4}$ oz., **\$5.10**; $\frac{1}{2}$ oz., **\$9.20**; 1 oz., **\$16.50**.

America. An exceptionally free flowering mixture with medium sized blooms. Dwarf and extra early. Tr. pkt., **65c**; $\frac{1}{4}$ oz., **\$2.75**; 1 oz., **\$10.00**.

● **Ball Giant Mixture Dwarf Strain.** A fine Swiss Giant strain selected for dwarf and compact habit. Tr. pkt., **65c**; $\frac{1}{8}$ oz., **\$1.40**; $\frac{1}{4}$ oz., **\$2.75**; 1 oz., **\$9.00**; 4 ozs., **\$32.00**.

Butterfly Hybrids. Ruffled $2\frac{1}{2}$ -3 in. flowers, including unusual apricot, terra cotta and rosy orchid shades, are freely produced on vigorous plants. *Originator's* seed only. Tr. pkt., **\$1.25**; $\frac{1}{8}$ oz., **\$3.35**; $\frac{1}{4}$ oz., **\$5.60**; $\frac{1}{2}$ oz., **\$9.75**; 1 oz., **\$17.75**.

Profitable

25,000 S. There are two basic schedules for growing Pansies for bedding plant sales:

Midwinter Sowing in December or January. After they have germinated carry them along as cool as possible till spring—transplant them into frames in March (Chicago latitude) for May sales. Carl Hellgren, Glenbard Gardens, Lombard, Ill., sows early December, transplants 30 to a "half flat," and carries them in a cold house 35-40° till March 1. Then he sets them out in frames where they start to bloom early May and are sold for \$1.50 per flat.

Summer Sowing. (Early August.) This is the most popular time for establishing plants which are spaced about 4 x 6 in. in frames, given some protection over winter—loose straw, perhaps. Plants should be well established before winter sets in—even budded so that blooms will be available early in the spring to help sell the plants.

FOUR ACES FORMULA MIX

(New). Recognizing that each of the several Pansy specialist's strains possesses some important advantage, we have formulated this special mixture which, properly handled, should be an ideal Pansy strain. This mixture includes seed of the originator's **Roggli Giants** with their deep, bright shades and compact habit; **Steele's Jumbo** for early blooms; **Canadian Giants** with their exceptional flower size; and **Ball Giant Mixed** to complete a full, well rounded color range.

Grown slowly and cool, the slight variations in habit of growth of these strains will not be found objectionable. Each of your Pansy customers will find his favorite strain in this mixture plus qualities imparted by the other top-notch Pansies. Here is a Pansy mixture that you can promote with complete confidence. Special note: sow thin and transplant all normal seedlings; otherwise, as in any other mixture, color balance is lost.

Tr. pkt., **\$1.00**; $\frac{1}{8}$ oz., **\$2.75**; $\frac{1}{4}$ oz., **\$5.00**; 1 oz., **\$15.00**.

● **Ruffled Rainbow.** (Pictured below). An unusually uniform dwarf mixture characterized by medium large flowers with distinctly ruffled petals and a wide range of colors.

Tr. pkt., **\$1.00**; $\frac{1}{8}$ oz., **\$2.75**; $\frac{1}{4}$ oz., **\$5.00**; 1 oz., **\$15.00**.

RUFFLED RAINBOW



Pansies

● **Color Carnival.** A remarkable American produced strain of Swiss Giants. Our trials indicate that it is fully equal—and in some respects superior—to best imported Roggli strain. Large flowers in a superb mixture of colors.
Tr. pkt., \$1.50; 1/8 oz., \$3.75; 1/4 oz., \$7.00; 1 oz., \$22.00.

● **Englemann's Giant Mixture.** A large flowered and brightly colored strain, many being penciled or veined. Fairly compact growth. We offer *originator's seed* only.
Tr. pkt., \$1.00; 1/8 oz., \$3.30; 1/4 oz., \$6.00; 1 oz., \$18.00.



● **Felix.** uniformly true to type, with well ruffled flowers of good size carried on fairly dwarf plants. Colors are rich and unusual—including purple, apricot and wine shades together with pastel bronzes and smoky tones difficult to describe. Each flower is marked with the dark "whiskers" characteristic of this strain. Tr. pkt., \$1.00; 1/4 oz., \$3.00; 1 oz., \$9.00.

Improved Swiss Giants. Predominates in rich bronze and red shades. Tr. pkt., 65c; 1/4 oz., \$2.75; 1 oz., \$9.00.

"101" Giant Mixture. A choice bedding and basket Pansy of the "English" type. Large flowers in a wide color range on compact plants.

Tr. pkt., 90c; 1/8 oz., \$2.75; 1/4 oz., \$5.00; 1 oz., \$15.00.



MONT BLANC



RASPBERRY ROSE

Maple Leaf Giants. An excellent, extra large flowered strain. Heavy growth with good stems.

Tr. pkt., 65c; 1/8 oz., \$1.65; 1/4 oz., \$3.00; 1 oz., \$10.00.

Oregon Giants. A complete mixture of long-stemmed, large flowered Giant Ruffled Pansies. *Originator's seed.*

200 seeds, 50c; 600 seeds, \$1.25; 1/4 oz., \$4.00; 1 oz., \$12.00.

● **Tigress.** "Miniature Pansies." Reds, yellows, orchids and purples in novel striped and blotched arrangements of at least 3 colors create a striking appearance.

Tr. pkt., 50c; 1/4 oz., \$1.75; 1 oz., \$5.00.

Ball Winter Flowering. A tall winter cut-flower variety; at its best from a late summer sowing. Not for bedding.
1/2 tr. pkt., 65c; tr. pkt., \$1.10; 1/8 oz., \$2.75; 1/4 oz., \$5.00.

SEPARATE COLORS

Alpenglow. Mahogany with dark center.

Berna. Dark velvety blue.

● **Coronation Gold.** The finest, clear golden yellow.

Delft Blue. Porcelain-blue; a prized and unusual Pansy color. Flowers rather small. Particularly free flowering.

Firebeacon. Bright, flaming orange with dark center.

Giant Orange. Light orange; similar in color to Viola Apricot.

Jet Black. 80% of the flowers are a true black throughout the spring, the purple undertone not becoming apparent until hot weather. Unusual grown with white Pansies.

● **Lake of Thun.** Large flowered blue with darker center.

Mont Blanc. Ivory-white with small yellow eye.

● **Raspberry Rose.** Soft pink with contrasting velvety blotch.

Redwing. Red and yellow petals, darker center.

Rhinegold. Large flowered yellow with dark center.

● **True Blue (New.)** Solid mid-blue without blotch.

Prices above 13, each:

Tr. pkt., 80c; 1/8 oz., \$2.00; 1/4 oz., \$3.50; 1 oz., \$11.00.

Paper White. Pure white, rather than the ivory shade of Mont Blanc; small yellow eye. Very outstanding in our trials.

Tr. pkt., \$1.00; 1/8 oz., \$3.00; 1/4 oz., \$5.00; 1 oz., \$18.00.

Pay Dirt. Large yellow with black lines. *Originator's seed.*

1/16 oz., \$3.00; 1/8 oz., \$5.00; 1/4 oz., \$9.00.

Blue Butterfly. Blue and white. Improved Lord Beaconsfield.
Tr. pkt., \$1.00; 1/8 oz., \$2.75; 1/4 oz., \$5.00; 1 oz., \$15.00.

Redskin. Solid dark red.

Tr. pkt., \$1.00; 1/8 oz., \$3.00; 1/4 oz., \$5.00; 1 oz., \$18.00.

Originator's Separate Colors

We have definitely proved by thorough comparative flowering trials at West Chicago the general superiority of these originator-grown Swiss Giant Pansies. For flower size, uniformity of color and habit, they are the finest separate color Pansies available.

● **Eiger** (Rhinegold).

● **Hohenfeuer** (Firebeacon).

Blumlisalp (Raspberry Rose).

Berna, Originator's.

Alpengluhn (Alpenglow).

Jungfrau. White.

Monch (Coronation Gold).

● **Thunersee** (Lake of Thun).

● **Roggli Giant Elite Mix** (See 4 best, opposite page).

● **Roggli Straight Color Mix.** Our own mixture of the above Roggli separate colors, blended by formula.

Prices above 10 varieties, each:

Tr. pkt., \$1.50; 1/8 oz., \$3.75; 1/4 oz., \$7.00; 1 oz., \$22.00.

CORONATION GOLD



LAKE OF THUN



RHINEGOLD



ALPENGLLOW





PORTULACA, OUR IMPORTED DOUBLE MIXTURE

PORTULACA (Moss Rose)

280,000 S. Very excellent, easily grown outdoor bedding plant. Will flower 30 to 45 days from sowing in late spring or early summer.

Single Mixture. Tr. pkt., 25c; $\frac{1}{4}$ oz., 70c; 1 oz., \$2.35.

DOUBLE MIXTURE

Pictured above. This is an unusually choice and wonderfully showy mixture of brilliant colors. Produces 85 to 90% true double flowers. A special imported strain.

Tr. pkt., 30c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$3.75.



Single Jewel. Extra large flowers of glowing crimson. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.80; 1 oz., \$5.50.

PLUMBAGO

Capensis, Blue. 2000 S. $1\frac{1}{2}$ -inch flowers of clear azure-blue are borne on terminal spikes. 100 seeds, 90c; 1000 seeds, \$8.00.
Capensis, White. Same as Capensis Blue except for color. 100 seeds, 90c; 1000 seeds, \$8.00.

POPPY

ICELAND (P. Nudicaule). 275,000 S. The standard type for spring greenhouse forcing. Sow direct either in beds or pots.

● **Sandford's Giants.** A fine, brilliantly colored mixture.

Tr. pkt., 35c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$3.75.

SHIRLEY (P. Rhoeas). 70,000 S.

Formula Mixture of all colors. Tr. pkt., 20c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.20.

Double Mixed. Tr. pkt., 25c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.25.

Oriental Poppies. See page 64.

PRIMULA MALACOIDES

12,000 seeds per $\frac{1}{32}$ oz. Seed may be sown from May until October for spring blooming in various sizes.

● **Brightness X HYBRID** The first F₁ Hybrid Primula ever offered! Flowers are a rich, luminous, deep rose and, as observed in our trials, Brightness was "head and shoulders" above any other variety in uniformity, vigor and profusion of blooms. A genuinely outstanding Primula. Tr. pkt., \$1.25.

● **Glory of Riverside Imp.** An excellent variety with freely produced, beautiful salmon-rose flowers.

White Giant. Fine pure white; large flowers and heavy stems.

Brillancy Imp. Large flowers of rich wine-red.

ANNUALS—Continued

PRIMULA MALACOIDES, Continued

● **Mrs. Eriksson of Riverside.** Large flowers of glowing rose-red on compact plants of medium height.

Ball Lavender. Bright orchid-lavender.

Mixture. Our own balanced formula mixture.

Prices last 6, each:

Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.25.

● **Red Velvet.** Newly opened flowers are a bright coral-rose changing to deep, velvety crimson-red as they mature.

Tr. pkt., \$1.50; $\frac{1}{128}$ oz., \$2.50.

PRIMULA OBCONICA

4000 seeds per $\frac{1}{32}$ oz. The fact that this brightly colored, large flowered class of Primulas has maintained its popularity over a long period of time is proof of its real value as a pot plant. Sow from January on for Christmas and later. The following strains are produced by the world's leading specialists.

● **Fasbender's Red.** An outstanding fine, extra large flowered deep crimson-red.

Better Days. Bright carmine-red.

Mohnstein's Red. (Atrosanguinea). Popular deep red.

● **Mueller's Berlin Rose** (Mueller's Rosea). Soft medium rose.

Salmon-Rose (Lachsrosa). Salmon-rose shades.

Sky-Blue (Coerulea). Clear mid-blue.

Violet Blue. Deep violet.

White. Rather tall growth.

Wyaston Wonder. A special selection of this famous English variety. Vigorous growing, large flowered bright crimson.

● **Formula Mixture.** Carefully blended from above colors.

Prices above 10 each:

Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.

PRIMULA CHINENSIS (Chinese Primula)

18,000 S. A popular class with many retail growers. Very colorful and showy. Sow from March on for Christmas and later.

Kardinal. Vivid, intense orange.

Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$5.00.

Special Mixture. A choice assortment of colors.

Tr. pkt., \$1.25; $\frac{1}{32}$ oz., \$3.75.

Hardy Primulas. See page 64.

QUEEN ANNE'S LACE FLOWER

36,500 S. 24 in. Large heads of lacy white flowers. Nice filler for basket work. Tr. pkt., 20c; $\frac{1}{4}$ oz., 35c; 1 oz., \$1.10.

RANUNCULUS

Giant Mixed. 57,000 S. Double flowers in shades of yellow, orange and red. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.10; $\frac{1}{4}$ oz., \$1.90; 1 oz., \$6.00.

RICINUS (Castor Bean)

Very fast growing, tall, large-leaved plants. Good for tall hedges and windbreaks.

Crimson Spire. 75 S. 8 ft. Bronzy red foliage with crimson stems and red fruit. 1 oz., 45c; 4 ozs., \$1.40; 1 lb., \$4.50.

Zanzibariensis Mixed. 25 S. 10 ft. Foliage all green. 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.00.

RUDBECKIA

85,000 S. A very free flowering bedding plant. Valuable for cutting.

● **Starlight.** The only Rudbeckia strain we have seen that actually produces fully double Dahlia-like flowers. An attractive mixture of yellow, orange and brown shades flowering on long stems; flower type ranges from nearly single to fully double.

Tr. pkt., 35c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; 1 oz., \$5.25.



SAINTPAULIA, BLUE FAIRY TALE

Otto Panzer, well-known Portland, Oregon, grower, says: "We placed an order with Jim Hogan today for $\frac{1}{64}$ oz. Saintpaulia 'Blue Fairy Tale.' We feel very grateful for your having introduced this to us, and we did have some very interesting and extremely promising results with the sample. This should make a top-notch crop throughout the entire summer, at least."

SAINTPAULIA

(African Violet)

11,500 seeds per $\frac{1}{64}$ oz. Nice 3-inch pots of this extremely popular plant can be grown from seed in 6 to 8 months, if care is exercised in germination. Handle about like Begonia seed. Uniform moisture, a 65° temperature and protection from bright sun are necessary in growing good Saintpaulias.

- **Blue Fairy Tale.** Pictured above. Extra free blooming and fast growing. Tr. pkt., \$2.00; $\frac{1}{128}$ oz., \$15.00.

Hybrida Mixed. A choice, large flowered mixture of colors in many attractive shades. 300 seeds, \$2.00.

- **White.** 50% true white—balance blue-eyed. Various foliage types. 300 seeds, \$2.50.

- **Double Mixed.** 40% double and semi-double—balance single. All colors and foliage types are represented here. 300 seeds, \$3.00.

SALPIGLOSSIS

125,000 S. Salpiglossis furnishes the retail grower with good cutting material either from a January-February sowing indoors or a later one grown outdoors.

- **Emperor Mixture.** 30 in. Tall, for cutting. All colors. Tr. pkt., 20c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.20.

Dwarf Giant Flowered Mixture. 20 in. For bedding and borders. All colors. Tr. pkt., 25c; $\frac{1}{4}$ oz., 45c; 1 oz., \$1.50.

SALVIA

See page 42.

SANVITALIA

Procumbens (Creeping Zinnia). 50,000 S. 4 to 6 in. A very fine, dwarf edging plant with small, double, yellow flowers. Tr. pkt., 25c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.00.

SAPONARIA

VACCARIA. 5500 S. Gypsophila-like flowers.

Rose

White

Prices above 2, each: 1 oz., 35c; 4 ozs., \$1.00; 1 lb., \$3.25.

Saponaria Ocymoides. See page 64.

SCABIOSA

4500 S. No retail grower should be without some Scabiosa for spring greenhouse or outdoor summer cutting. They're long-stemmed and free flowering with a variety of pleasing colors to choose from.

Ageratum Blue. Large flowered azure-blue.

Fire King. Bright scarlet.

King of the Blacks. Deep rich maroon.

Rosette. Deep rose suffused with salmon.

- **Shasta Improved.** Fine pure white.

- **Oxford Blue.** Somewhat darker than Ageratum Blue or Blue Moon. Extra large, fully double flowers on fine, long stems.

- **Loveliness.** Extra large flowered, deep salmon-pink.

- **Blue Moon.** Fine lavender-blue color with extra large, fully double flowers on long, wiry stems. The standard market color.

Prices above 8, each; tr. pkt., 30c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.50.

● GIANT HYBRID MIXTURE

A special strain containing only the new large flowered varieties. Well balanced in good cut-flower colors. Use this mixture if you want only a small planting of Scabiosa for cutting.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 65c; 1 oz., \$2.00.

DWARF CLASS. For bedding and garden work.

Tom Thumb Mixture. 10 in. Extra dwarf and compact plants for bedding and edging.

Tr. pkt., 30c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.85.

Perennial Scabiosa. See page 64.

SCHIZANTHUS

60,000 S. These easily grown plants literally cover themselves with a brilliant mass of showy blooms. A January sowing will produce nice 3-inch plants for spring combinations. Sow September to November for larger pot plants and spring cut flowers.

- **Ball Giant Flowered.** Extra large flowers (often 2 inches in diameter) and unusually brilliant colors. Nice for cutting or makes a choice pot plant if pinched.

Tr. pkt., 85c; $\frac{1}{8}$ oz., \$2.25; $\frac{1}{4}$ oz., \$4.00.

- **Ball Dwarf Mixture.** A distinctly dwarf growing strain with large, compact heads of medium sized flowers. Makes an excellent pot plant. Tr. pkt., 55c; $\frac{1}{8}$ oz., \$1.65; $\frac{1}{4}$ oz., \$2.75.

SHAMROCK

True Irish Shamrock. 38,000 S. For 2-inch St. Patrick's Day plants sow in late December or early January using 3 or 4 seedlings per pot. Grow cool (50°) after germination. Our seed is the true Trifolium (clover). The best results will be obtained in soil that is about 50% clay.

Tr. pkt., 20c; $\frac{1}{4}$ oz., 35c; 1 oz., \$1.20.

SMILAX

4000 S. Popular climber for greens.

Tr. pkt., 40c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.50.

Snow-on-the-Mountain. See Euphorbia, page 27.

SNAPDRAGONS

See pages 43 to 47.

SOLANUM

See Cherries, Christmas, page 36; Peppers, Christmas, page 36; and Love Apple, page 36.



SUPER-DWARF, COMPACT FIREBALL

DWARF EARLY, ST. JOHN'S FIRE

MEDIUM TALL MIDSEASON, BLAZE OF FIRE

Don't judge this picture too harshly as it was taken in our trial grounds shortly after a heavy rainstorm in early July. At this time the fall types, America, Bonfire, etc., were not in bloom. The remarkable dwarf spreading, uniform habit of Fireball makes it especially useful for border plantings and planting with dwarf Petunias.

SPLENDENS (Scarlet Sage). 7,500 S. This strikingly colorful, brilliant scarlet annual is popular wherever bedding plants are grown. The following are listed according to flowering date—earliest first. (Sown April 1st in Chicago.) Effective planted with white Petunias. Note: Salvia is especially sensitive to methyl bromide treated soil.

SALVIA

EXTRA DWARF

● FIREBALL

In Fireball we offer an entirely new, earlier, more dwarf Salvia which should find abundant use where **extra early blooming** and **more dwarf habit** is wanted. Fireball has a unique base-branching, almost spreading habit, and will bloom profusely and continually until frost. Blooms early (June 20) making flatted Salvia sell on sight! Not to be mistaken for an old obsolete European variety offered under the same name. 10 inches tall.

Tr. pkt., \$1.25; 1/8 oz., \$2.20; 1/4 oz., \$4.00; 1 oz., \$12.00.

DWARF (Early)

● ST. JOHN'S FIRE

June 25. The most popular dwarf Salvia. About 12 inches high.

Tr. pkt., \$1.00; 1/8 oz., \$1.65; 1/4 oz., \$2.75; 1/2 oz., \$5.00; 1 oz., \$9.00; 4 ozs., \$30.00.



● Blaze of Fire. June 30. The standard extra early strain. Closely follows St. John's Fire in flowering. 14 to 16 in.

Tr. pkt., 85c; 1/4 oz., \$2.25; 1/2 oz., \$3.85; 1 oz., \$7.25; 4 ozs., \$24.00.

MEDIUM (Midseason)

Firebrand (Early Harbinger). July 10. 18 in. Between Blaze of Fire and America in earliness of flowering. Remains in full flower throughout the summer.

Tr. pkt., 85c; 1/4 oz., \$2.25; 1/2 oz., \$3.85; 1 oz., \$7.25; 4 ozs., \$24.00.

● America (Globe of Fire). July 23. 20 in. This is our uniformly true and even stock of this fine variety. Follows Firebrand in flowering date. Popular for background planting.

Tr. pkt., 65c; 1/4 oz., \$2.00; 1 oz., \$6.00; 4 ozs., \$20.00.

TALL (Late)

● Bonfire. July 25. 26 in. Medium tall, very even. Popular for background planting.

Tr. pkt., 65c; 1/4 oz., \$1.50; 1 oz., \$5.25; 4 ozs., \$17.50.

Clara Bedman. July 25. A very free flowering, medium tall strain. *Originator's seed.*

Tr. pkt., 65c; 1/4 oz., \$2.00; 1 oz., \$6.00; 4 ozs., \$20.00.

Splendens Tall. August 12. 30 in. The original late flowering species.

Tr. pkt., 45c; 1/4 oz., \$1.40; 1 oz., \$4.50; 4 ozs., \$15.00.

OTHER COLORS

White Fire. June 24. A creamy white Salvia, similar in habit to St. John's Fire.

Tr. pkt., \$1.00; 1/8 oz., \$3.00; 1/4 oz., \$5.00; 1 oz., \$15.00.

Rose Flame. August 7. Similar in height and flowering season to America, but with a coral-pink calyx surrounding the deeper rose petal tube. A promising deviation from the common scarlet-red of the Splendens class.

Tr. pkt., 75c; 1/4 oz., \$2.00; 1 oz., \$6.00.

FARINACEA (Blue Salvia). 24,000 S.

Blue Bedder. July 1. Medium lavender-blue in color and grows about 3 ft. tall with long stems for cutting.

Tr. pkt., 40c; 1/4 oz., \$1.25; 1 oz., \$4.00.

● ROYAL BLUE

July 1. This is our own reselected strain, grown especially for us from an entirely new selection. Color is a true deep blue. We highly recommend this.

Tr. pkt., 50c; 1/4 oz., \$1.45; 1 oz., \$5.00.

HORMINUM (Foliage Plant).

● **Pink Sundae.** (New.) July 15. 14 in. Bushy, base-branching plants sending up many stems, each terminating in a cluster of bright pink leaves in the same manner as a Poinsettia. Very attractive, novel, and easy to grow. Tr. pkt., 30c; 1/4 oz., 90c; 1 oz., \$2.70.

Ball Hybrid Snaps

(F₁ HYBRID)

(ANTIRRHINUM)

(F₁ HYBRID)

Snapdragons unquestionably head the list of seed grown greenhouse cut flower crops—and rightly so. Because outdoor-grown Snaps seldom equal the quality of well grown greenhouse material, they are virtually free from this competition. Modern F₁ Hybrids with their greater vigor and faster growth rate have contributed greatly toward this end. Using single stem culture and summer flowering greenhouse varieties, it's possible now in most areas to produce good Snaps almost the year around.

The varieties listed below are the result of a never-ending Snapdragon breeding program here at Ball's—a program that has but one goal in mind: **Better Snaps for florists—everywhere!** By the way, our Snapdragon breeding workshop is in full bloom in April and May. We'll be happy to have you stop in and see what we're doing.

WHITE

Snowman (No. 5). Pictured below. Excellent midseason pure white. This has won acclaim as the nation's most widely grown pure white for winter and spring.

Pike's Peak (No. 10). Late blooming ivory-white. Exceptionally vigorous with long stems and spikes.

June Bride (No. 12). The first "hot weather" F₁ Hybrid developed for late spring and summer single stem greenhouse use.

ROSE

Bridesmaid (No. 44). (Pictured at left above). A clear medium rose reminiscent of Peggy Schumann with exceptionally long spikes of well placed, large florets. A very clean grower.

Showgirl (No. 42). Midseason, medium dark rose. One of the best in its color class for spring. Shatterproof spikes.

Rosanna (No. 9). Midseason, deep, bright rose.

Jackpot (No. 43). Pictured below. Midseason, medium deep rose. An ideal commercial color with solid stems of medium length carrying long spikes with excellently spaced florets. A heavy producer.

LAVENDER

Lavender Lady (No. 71). Pictured below. Deep rosy lavender for late winter and spring.

Esquire (No. 72). Midseason. A bright wine or fuchsia-purple that combines well with whites and yellows.

MIXED

Hybrid Formula Mixed. Mixture of Hybrid Snaps blended by formula. ½ tr. pkt., \$1.75; tr. pkt., \$3.00.

Prices, Ball Hybrid Snaps, each (except mixture): ½ tr. pkt., \$2.00; tr. pkt., \$3.50.

HERCULES

BRIDESMAID (New)

YELLOW

Golden Spike (No. 1). A rich deep golden yellow.

PINK

Flower Girl (No. 34). Midseason. Long, medium pink spikes carried on clean, firm stems.

Hercules (No. 21). Pictured above. Light pink for spring. Long spikes with clean, hard stems are big features here.

Holiday (No. 32). Midseason rose-pink.

Pink Ice (No. 31). Bright pink with lighter lips; midseason. An excellent hard stemmed variety for growers who want a brighter pink to go with the Christina shade.

BRONZE and RED

Cherokee (New—No. 60, Exp. Hyb. No. 286X—pictured below). A pure brilliant scarlet—not the usual crimson or wine-red color commonly grown. Spikes are long with large well placed florets, while stems are solid and of good length. **Sold out till June 1.**

Indian Chief (No. 6). Midseason, scarlet-bronze.

Navajo (No. 8). Pictured below. Midseason bright red. Should be sown a week earlier than other varieties for winter.

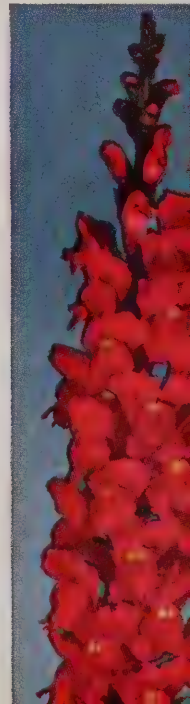
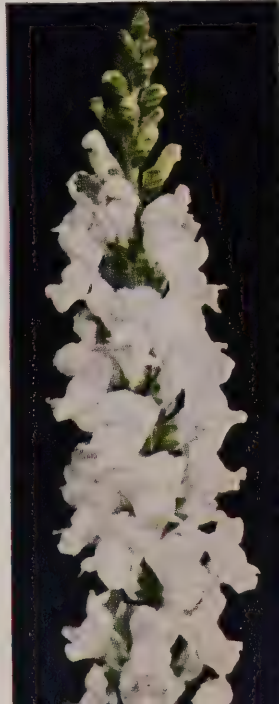
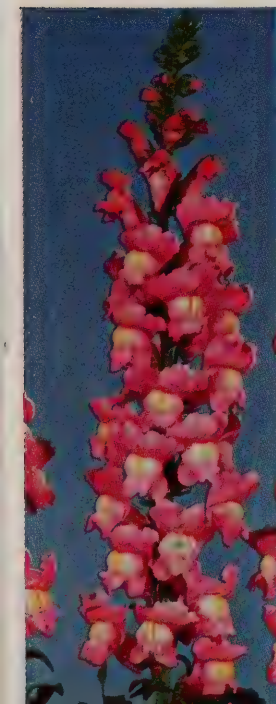
JACKPOT

SNOWMAN

NAVAJO

LAVENDER LADY

CHEROKEE (New)



Forcing Snapdragons

COMPLETE LIST OF VARIETIES — OUR RECOMMENDATIONS ARE DOTTED
SEE PAGE 46 FOR SNAP CULTURE

(E) HYBRID

All Snapdragons listed on these pages are genuine **(E) HYBRID** varieties except those marked "inbred" which are self-pollinated kinds.

(E) HYBRID

½ Pkts. Available Only Where Listed

ABOUT BLOOMING DATES. Based upon their performance in our greenhouses here in West Chicago, we have classified the Snap varieties listed here as early (E) for those which ordinarily give the best results in November and December from a July or August sowing; midseason (M) for those which are normally at their best when flowered from January through April; late (L) for those that give the finest performance from March through May. Note that there is an over-lap in March and April during

which both the "M" and "L" classes are equally satisfactory. The varieties marked "S" include those which are especially adapted for summer greenhouse blooming from May to September; these varieties will usually refuse to flower at all when days are shorter and light is less intense.

Remember, though, that conditions vary in different localities and that keeping your own records will prove an invaluable guide in planning future crops.

WHITE

Tr. Pkt.

- **Snowman** (No. 5, Ball). M. Excellent pure white. This has won acclaim as the nation's most widely grown pure white for winter and spring. ½ tr. pkt., **\$2.00** 3.50
- **Pike's Peak** (No. 10, Ball). L. Strong growing white with slight ivory cast. Shatter-resistant. ½ tr. pkt., **\$2.00** ... 3.50
- **June Bride** (No. 12, Ball). S. The first "hot weather" F₁ Hybrid developed for late spring and summer single stem greenhouse use. It has hard, clean stems. Sow from January through June only. ½ tr. pkt., **\$2.00** 3.50
- **Albion** (New—Yoder Bros.) M. A pure white which in our trials produces a better spike than White Knight although it is less firm stemmed and two weeks later ... 3.50
- **Apollo** (Yoder Bros.) M. Ivory; yellow lip 3.50
- **Citation** (Yoder Bros.) M. Ivory. Very fine, long spikes and clean, hard stems. Shatter-resistant 3.50
- **Ivory Tower** (Pan-American). M. Long spikes of ivory-white. ½ tr. pkt., **\$2.00** 3.50
- **Jet Pilot** (Yoder Bros.) M. Pure white 3.50
- **Junglewood White** (Inbred.) L. Extra long stemmed white. ½ tr. pkt., **\$1.25** 2.00
- **Margaret** (Inbred.) M. Ivory. Very productive. Shatter-resistant 2.00
- **Maryland White** (Winkler). M. Pure white. ½ tr. pkt., **\$2.00** 3.50
- **Potomac White** (New-Winkler). S. Summer flowering white Hybrid. ½ tr. pkt., **\$2.00** 3.50
- **Rockwood's Crystal White** (Inbred). S. An excellent pure white. For late spring and summer only. ½ tr. pkt., **\$1.75** 3.00
- **Snowdrift**. L. Double flowering white. New, improved strain, bred for high light intensity areas or spring growing only. ½ tr. pkt., **\$1.75** 3.00
- **Spartan White** (Michigan State College). M. Clean Growing, pure white. Shatter-resistant. ½ tr. pkt., **\$1.75** ... 3.00
- **Tommy Armstrong** (Inbred). L. Pure white. Closely spaced florets 2.00
- **Twenty Grand** (Yoder Bros.). M. Ivory 3.50
- **White Knight** (Yoder Bros.). E. Pure white. Shatter-resistant 3.50

LIGHT PINK

- **Hercules** (No. 21, Ball). L. Light pink for spring. Long spikes with clean, hard stems are big features here. ½ tr. pkt., **\$2.00** 3.50
- **Christina** (J. S. Yoder). M. One of the best all-purpose light pinks. ½ tr. pkt., **\$2.00** 3.50
- **Mary Ellen** (J. S. Yoder). M. Light pink. ½ tr. pkt., **\$1.50** 2.50
- **Maryland Pink Imp.** (Winkler). M. Creamy light pink. ½ tr. pkt., **\$2.00** 3.50
- **Native Dancer** (New—Yoder Bros.). M. This light pink is a shade darker than Rosebud. Stems are hard and clean with well formed flower spikes. A good Snap 3.50

Tr. Pkt.

- **Rosebud** (Yoder Bros.). L. Pleasing light pink for spring. Shatter-resistant. Clean growth **\$3.50**
- **St. Louis Pink** (Inbred). L. Light pink 1.50
- **Top Flight** (Yoder Bros.). M. Light pink. Similar to Christina but a few days earlier 3.50
- **Trilbee Pink** (Windmiller). L. Pastel pink. Close-set florets on long, strong spikes. ½ tr. pkt., **\$2.00** 3.50
- **Whirlaway** (Yoder Bros.). E. Pink with large yellow lip. 3.50

MEDIUM PINK

- **Pink Ice** (No. 31, Ball). M. Bright pink with lighter lips. An excellent hard stemmed variety for growers who want a brighter pink to go with the Christina shade. ½ tr. pkt., **\$2.00** 3.50
- **Flower Girl** (No. 34, Ball). M. Long, medium pink spikes carried on clean, firm stems. Smooth, even coloring and good production. ½ tr. pkt., **\$2.00** 3.50
- **Holiday** (No. 32, Ball). M. Medium pink; long spikes. ½ tr. pkt., **\$2.00** 3.50
- **Anne Marie** (J. S. Yoder). L. Late flowering, clear, medium pink. ½ tr. pkt., **\$2.00** 3.50
- **Cheviot Maid No. 33** (Inbred). M. Clear rose-pink ... 1.50
- **Chevy Chase Pink** (Winkler). M. Similar to Maryland Pink, but a shade darker. ½ tr. pkt., **\$2.00** 3.50
- **Crusader** (Yoder Bros.). M. Light "Dorcas Jane" pink shade 3.50
- **Dorcas Jane** (Burkey). M. Long spikes of silvery pink. ½ tr. pkt., **\$1.50** 2.50
- **Gusto** (Yoder Bros.). E. "Dorcas Jane" pink color ... 3.50
- **Pompey** (Yoder Bros.). M. Medium pink. Long spikes .. 3.50
- **Rockwood's Summer Pink No. 1** (Inbred). S. Medium rose. For late spring and summer only. ½ tr. pkt., **\$1.75**. 3.00
- **Rowenna** (Yoder Bros.). E. Similar to Wintergreen, but earlier 3.50
- **Wintergreen** (Yoder Bros.). M. Medium pink. Good commercial color. Shatter-resistant 3.50

ROSE

- **Bridesmaid** (No. 44, Ball). M. A clear medium rose reminiscent of Peggy Schumann with exceptionally long spikes of well placed, large florets. ½ tr. pkt., **\$2.00** ... 3.50
- **Jackpot** (No. 43, Ball). M. Medium deep rose. Firm stems of medium length carrying long spikes with excellently spaced florets. A heavy producer. ½ tr. pkt., **\$2.00** 3.50
- **Showgirl** (No. 42, Ball). L. Medium dark rose. One of the best in its color class for spring. Shatter-resistant spikes. ½ tr. pkt., **\$2.00** 3.50
- **Rosanna** (No. 9, Ball). M. A bright, deep rose with long tapering spikes. ½ tr. pkt., **\$2.00** 3.50

FORCING SNAPDRAGONS

Complete List, Continued

(F) HYBRID All Snapdragons listed on these pages are genuine **(F) HYBRID** Varieties except those marked "inbred" which are self-pollinated kinds. **(F) HYBRID**

½ Pkts. Available Only Where Listed

ROSE—Continued

Tr. Pkt.

- Better Times** (Inbred). M. Bright cerise-rose. ½ tr. pkt., \$1.25 \$2.00
- Christmas Cheer** (Windmill). E. Extra early, productive, bright rose. ½ tr. pkt., \$1.75 3.00
- Delworth's Supreme** (Inbred). M. Long stemmed, deep rose 1.50
- **Libby** (J. S. Yoder). M. Dark rose. ½ tr. pkt., \$2.00 .. 3.50
- Maxine** (Smith). E. Winter flowering medium rose. ½ tr. pkt., \$1.75 3.00
- **New Times** (Pan-American). E. Bright, deep rose. Medium long spikes with firm stems. ½ tr. pkt., \$1.75 ... 3.00
- **Peggy Schumann** (Inbred). L. Beautiful creamy rose .. 2.00
- Pensive** (Yoder Bros.). M. Dark rose 3.50
- Prestige** (Yoder Bros.). M. Long spikes of medium rose with yellow lip. Growth somewhat grassy 3.50
- Star Charter** (Yoder Bros.). L. Medium deep rose for spring 3.50
- Spartan Rose** (Mich. State College). M. Medium deep rose with long heavy spikes. For late winter and spring only. ½ tr. pkt., \$1.75 3.00

YELLOW

- **Golden Spike** (No. 1, Ball). M. A rich, deep golden yellow with long tapering spikes and close spaced florets. Best yellow for late winter and spring. ½ tr. pkt., \$2.00. 3.50
- Broker's Tip** (Yoder Bros.). M. Medium yellow for late winter and spring. Firm stems 3.50
- Ethel** (Inbred). M. The best self-pollinated yellow 1.50
- Goldrush** (Winkler). M. Large flowered medium yellow. ½ tr. pkt., \$2.00 3.50
- **Patricia** (J. S. Yoder). M. Medium yellow. ½ tr. pkt., \$2.00 3.50
- Potomac Yellow** (New—Winkler). S. Medium yellow. Summer flowering Hybrid. ½ tr. pkt., \$2.00 3.50
- Rockwood's Summer Yellow** (Inbred). S. Fairly deep yellow. For late spring and summer only. ½ tr. pkt., \$1.75 3.00
- Seabiscuit** (Yoder Bros.). M. Medium yellow. Shatter-resistant. Similar to War Admiral except somewhat later and taller 3.50
- **War Admiral** (Yoder Bros.). M. Excellent medium yellow for mid-winter 3.50
- Yellow Peggy Schumann** (Inbred). L. For spring 2.00
- Yolo Wonder** (Windmill). M. A rich yellow with large florets. ½ tr. pkt., \$2.00 3.50

BRONZE

- Indian Chief** (No. 6, Ball). L. Scarlet-bronze for spring. ½ tr. pkt., \$2.00 3.50
- **Barbara** (J. S. Yoder). M. Large-flowered bronze with pink throat. ½ tr. pkt., \$2.00 3.50
- Cavalcade** (Yoder Bros.). M. A lively golden bronze ... 3.50

Tr. Pkt.

- **Gallant Fox** (Yoder Bros.). M. Medium rosy bronze. Very fine \$3.50
- Jubilee** (Winkler). M. Light golden bronze. Habit similar to Goldrush. ½ tr. pkt., \$2.00 3.50
- Lady Dorothy** (Inbred). E. Bright rosy bronze. ½ tr. pkt., \$1.75 3.00
- Maryland Orange** (Winkler). M. Large flowered rosy bronze. Hard stems. ½ tr. pkt., \$2.00 3.50
- Sun Briar** (Yoder Bros.). E. Medium bronze 3.50

RED

- Cherokee** (No. 60, New—Ball Exp. Hyb. No. 286X). E. & M. A true "Christmas" scarlet-red—not the crimson or wine-red color commonly grown. Long, well formed spikes with sturdy stems. Good winter or spring. Sold out till June 1. ½ tr. pkt., \$2.00 3.50
- **Navajo** (No. 8, Ball). M. & L. We consider this the finest all-purpose red Snap available. Should be sown a week earlier than other varieties for winter. ½ tr. pkt., \$2.00. 3.50
- Commando** (Yoder Bros.). E. Tall growing copper-red shade 3.50
- Man-O-War** (New—Yoder Bros.). E. A copper-red shade with yellow lip. Similar in color to Commando but a cleaner grower with better flower placement 3.50
- Maryland Red** (Winkler). M. Large flowered bright red. Prefer Navajo. ½ tr. pkt., \$2.00 3.50
- Priscilla Ann** (J. S. Yoder). M. A wine-red, similar to Shisler's Red in color. ½ tr. pkt., \$2.00 3.50
- Rockwood's Summer Red** (Inbred). S. For late spring and summer only. ½ tr. pkt., \$1.75 3.00
- Shisler's Red** (Inbred). M. Attractive wine-red 2.00

LAVENDER

- **Lavender Lady** (No. 71, Ball). M. A deep rosy lavender shade with excellent spikes and stems. Shatter-resistant. For late winter and spring. ½ tr. pkt., \$2.00 3.50
- Esquire** (No. 72, Ball). M. Bright wine or fuchsia-purple. ½ tr. pkt., \$2.00 3.50
- Ball Lavender** (Inbred). L. Rosy lavender 1.50
- Bold Venture** (Yoder Bros.). E. Fuchsia-purple. Long stems and spikes 3.50
- Maryland Lavender** (Winkler). M. Somewhat lighter and a few days earlier than Lavender Lady. ½ tr. pkt., \$2.00. 3.50
- Rockwood's Lavender Rose** (Inbred). S. For late spring and summer only. ½ tr. pkt., \$1.75 3.00

MIXTURES

- Hybrid Formula Mixture.** Mixture of Hybrid Snaps. ½ tr. pkt., \$1.75 3.00
- Ball Forcing Mixture.** Inbred or self-pollinated varieties. 1.00

See Next Page for Notes on Snap Culture

End Damp-Off Problems for Good with PANO-DRENCH

Tested extensively by the University of California, New Mexico State College, and many commercial growers with remarkable results. We've used Pano-drench ourselves in our own West Chicago greenhouses for the past two years and have almost completely licked our damp-off problems.

Pano-drench is highly concentrated, low in cost, and easy to apply. One teaspoonfull to 3 gallons of water applied with a sprinkling can to flats 24 hours before sowing does the trick.

Equally useful for treating bench soils before transplanting seedlings.

Pano-drench is available in 1, 4 and 16-ounce bottles. One 4-ounce bottle makes 72 gallons of drench and treats approximately 150 to 200 average sized flats or an equivalent bench area. Order yours now and avoid those bedding plant damp-off losses. 1-oz. bottle, \$1.95; 4-oz. bottle, \$5.95; 16-oz. bottle, \$19.20. Net Postpaid.

BRIEFS ON SNAP CULTURE

Soils

Good Snaps can be grown in a wide variety of soils. As a general rule any soil that will grow good Mums will grow good Snaps. The really important point is that it contain **plenty** of organic matter. While this may take the form of manure, be sure it is well rotted. As a matter of fact, peat is generally preferred because the bacteria which are necessary to decay manure rob the soil of essential plant nutrients.

The amount of organic matter which a soil needs depends upon its basic structure. Heavy, clay-like soils will need more than loose, sandy sorts. If an average good garden or field soil is to be used, one part of organic matter should be incorporated with each two or three parts of soil. To this should be added three pounds of 20% superphosphate per 100 square feet of bench area before steaming. Other than this we prefer to depend upon regular feedings as soil tests indicate their need rather than to load the soil with too much fertilizer to start with.

Sterilizing

We like to steam sterilize our soil before benching, too. It cleans up disease organisms, kills soil-borne weed seeds and insects and tends to improve the soil's physical condition. Low (8 to 10 lbs.) steam pressure does the job for us. Holding soil temperatures at 180° for half an hour after this temperature has been reached is all it takes. After sterilizing, a heavy leaching with clear water will tend to prevent an excessive build-up of nitrates which might injure young roots.

Seed Sowing

Vermiculite, peat, or soil and peat mixtures all make satisfactory materials for germinating Snap seed. We like to have the flats well watered before sowing, which may be done either broadcast or in shallow rows. We prefer the latter since it permits better aeration after the seedlings get started. No additional soil covering is needed for this fine seed—a light misting with a fine spray will settle it into the soil. If weather is hot or windy, flats should be protected with cheesecloth or paper shade until well up, then they will enjoy full light and a cooler, airy location. Seeds should germinate in 3 or 4 days in summer, 7 or 8 days in winter in a night temperature of 60°.

Planting

If bench space is available, we like to bench seedlings direct—less labor and better growth. It works nicely even in hot weather, if the soil is moist before benching, seedlings are planted shallow, and misted within minutes of benching and regularly until new roots show.

In regard to the matter of spacing, we believe 3 x 6 inches is the most economical and profitable for a winter single stem crop with 3 x 5 inches being enough for late spring and summer crops. We space our pinched crops 7 x 8 inches, finding this satisfactory for most varieties. If you are obliged to transplant, band or pot seedlings, do not pinch them until plants have been benched and have taken hold. To pinch before benching will usually result in only two top breaks rather than the four or so that each plant should produce. We like to pinch when plants are about 8 inches high, leaving 3 good pairs of leaves.

Summer-Fall Snaps

... are being grown more every season. Direct planted and grown single stem, they flower in a little over two months from benching, and seem to be in good demand. Short growing time means low production costs. For example: some growers sow June Bride in early January, bench seedlings direct in early February, spacing 2½ x 5 inches, single stem, and cut in early May. February sowings of the same variety flower in early June. Best prices are often obtained in May and June. The Rockwood varieties, Crystal White, Summer Pink, and Summer Yellow, are best adapted for the season from mid-June till early September. Figure on about 3½ months from sowing until steady cutting on these varieties. Usual spacing is 3 x 5 inches single stem. Do not pinch summer greenhouse Snaps.

Sowing Dates

The dates given here are intended as suggestions only—based on our experience here in the Midwest. Various things can throw them off. Examples:

CHECK LIST FOR GERMINATION TROUBLES

	SUFFICIENT MOISTURE? ABSOLUTE NECESSITY— UNIFORM—NOT EXCESSIVE.		ANTS-MICE — MORE OFTEN RESPONSIBLE THAN PEOPLE GENERALLY REALIZE—EVEN FLORISTS!
	CORRECT TEMPERATURE? —USUALLY 65°-70°— SOME PLANTS COOLER.		CLEAN, DISEASE-FREE STERILIZED MEDIUM?
	SEEDS COVERED TOO DEEP? AIR IS AS ESSENTIAL AS HEAT AND MOISTURE!!! FINE SEEDS REQUIRE LITTLE OR NO COVER —WILL "WASH" INTO SOIL.		YOUR SEEDSMAN IS ONLY HUMAN—DOES HIS BEST. IF YOU THINK HE IS AT FAULT, WRITE AND GIVE HIM A CHANCE TO HELP!

ABOVE ALL, REMOVE SEEDLINGS TO COOL AIR AND PLENTY OF LIGHT
AS SOON AS SPROUTED — BEST DAMP-OFF PREVENTATIVE!

1. Hot, dry, bright fall—will bring Christmas crops in early.
2. Dark, cloudy fall-winter delays late winter crops.
3. The tables are based on medium early varieties on raised benches, 50° night temperatures most of the winter, at least. 45° nights or ground beds will take longer.
4. Your local climate. Where winters are warm and sunny, winter Snaps will bloom faster.
5. Varieties differ in blooming dates.

SINGLE STEM

No-pinch growing seems to be accepted more each year. Reasons:

- A. Quicker crop—gets in 2-3 weeks sooner. Bench cuts out faster, more evenly.
- B. Fewer culls—more uniformity.
- C. **Controlled** flowering date—by making a succession of properly scheduled sowings, you can be in cut when you want them.

Sow	Flower	Sow	Flower
Aug. 15	Jan. 15	April 1	July 15
Sept. 5	Feb. 15	May 10	Aug. 15
Sept. 20	Mar. 15	June 10	Sept. 15
Oct. 20	April 15	July 10	Oct. 15
Dec. 20	May 15	July 25	Nov. 15
Feb. 5	June 15	Aug. 5	Dec. 15

PINCHED CROPS

Wait till breaks are at least an inch long in leaf axils—plant usually about 8 inches high—then pinch to leave 3 pairs of leaves.

Sow	Flower	Sow	Flower
July 20	Mid-Dec.	Sept. 5	Early March
Aug. 1	Mid-Jan.	Sept. 25	Early April
Aug. 20	Mid-Feb.	Nov. 20	Mid-May

Temperature

Normal during firing season: nights 50°, cloudy days 57°, sunny days 65°.

Varieties

YELLOW: War Admiral, Golden Spike (for spring), Seabiscuit.
WHITE and IVORY: Snowman, Pike's Peak, Citation, Spartan White, Rockwood's Crystal White (the latter for late spring and summer only).
PINK: Pink Ice, Christina, Flower Girl, Hercules, Rosebud.
MEDIUM ROSE: Rosanna, Showgirl, Jackpot, Libby, Bridesmaid.
DEEP ROSE: New Times.
BRONZE: Gallant Fox, Barbara, Cavalcade.
RED: Navajo.
LAVENDER: Lavender Lady, Bold Venture.

Outdoor Snaps

FOR SPRING PLANT SALES

180,000 seeds per oz. If you want bedding Snaps that are in full bloom a week or ten days earlier, that branch and bloom more freely and are more uniform in color and habit—try the “Hit Parade” Hybrids. They’re extra nice for cutting, too! The dwarf (Nanum Grandiflorum) type is bushy, with no tendency to sprawl, if not supported. The taller varieties should be supported, if straight stems are wanted.

“HIT PARADE” OF F₁ HYBRID SNAPS FOR BEDDING

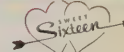
For all-purpose bedding Snaps, you can’t beat these genuine F₁ Hybrids, especially adapted to bedding conditions. You’ll have earlier flowers and more of them on bushy plants.

- **Memory.** Medium pink.
- **Mexicali Rose.** Deep rose.
- **Temptation.** Maroon-red.
- **Harvest Moon.** Orange-bronze.
- **Stardust.** Bright yellow.
- **Sophisticated Lady.** Lavender.
- **Bob White.** Creamy white.
- **Hit Parade.** Formula mixture of above colors.

Prices above 8, each: tr. pkt., \$1.50; 1/32 oz., \$4.75; 1/16 oz., \$8.50; 1/8 oz., \$15.50; 1/4 oz., \$28.00.



HIT PARADE
Extra early, free flowering bedding Snap.



STANDARD SUMMER SNAPS (Self-Pollinated)

BALL 10 BEST INBRED VARIETIES

- **Alaska.** The best long-stemmed white for cutting.
- **Canary Bird.** Long-stemmed yellow. Good cut flower.
- **Cattleya.** Rosy lavender.
- **Cherry-Red.** A bright, rosy cerise-red.
- **Copper Queen.** Shades of bronzy copper; long-stemmed.
- **Crimson (Padre).** Deep crimson, valuable for cutting.
- **Orange Shades.** Bright and showy; not the usual coppery bronze.
- **Pinkie.** Lighter than Rosalie; very fine.
- **Rosalie.** A rich deep rose; fine for cutting.
- **Yellow Jacket.** Attractive deep rich yellow.
- **Improved California Mixture.** Mixture of the best tall varieties.

Prices above 11, each: tr. pkt., 40c; 1/8 oz., 70c; 1/4 oz., \$1.25; 1 oz., \$3.75.

COLLECTION. We offer one tr. pkt. each of the 10 Best named varieties above for \$3.60.

OTHER VARIETIES

TALL (Maximum). The long-stemmed type for cutting.

Skyscraper Mixture. Pastel shades of ivory, yellow and pink.

Tr. pkt., 50c; 1/16 oz., \$1.00; 1/8 oz., \$1.85; 1/4 oz., \$3.25.

Improved California Mixture. See 10 Best.

DWARF (Nanum Grandiflorum).

Black Prince. Deep velvety crimson.

Gloria. Uniformly dwarf, deep rose-pink. Imported strain.

Golden Queen. Rich golden yellow.

Purity. Large flowered creamy white.

St. George. Flashing orange-cerise.

Mixture (Rust Resistant). All colors. Ideal for bedding.

Prices above 6, each: tr. pkt., 50c; 1/8 oz., 85c; 1/4 oz., \$1.50; 1 oz., \$5.50.

HALF DWARF (Majestic).

Mixture (Rust Resistant). Extra large flowered.

Tr. pkt., 40c; 1/8 oz., 70c; 1/4 oz., \$1.25; 1 oz., \$3.75.

TOM THUMB (4 to 6 in.)

Magic Carpet. An attractive mixture of colors.

Tr. pkt., 50c; 1/8 oz., 85c; 1/4 oz., \$1.50; 1 oz., \$5.50.

TETRAPLOID SNAPS

Tetraploid Snaps or “Tetras” have larger florets with thicker petals and foliage than the ordinary kind. Under good growing conditions really outstanding spikes can be developed.

Crimson. (New.) Bright crimson-red.

Pink. Salmon-pink. Medium tall; huge florets.

Rose. Bright rose.

White. Light creamy white, changing to pure white with age.

Yellow. Tall, base-branching, clear yellow. Long spikes and large flowers.

Prices above 5, each: tr. pkt., 60c; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1 oz., \$8.25.

● **Giant Ruffled “Tetra” Mixture** of all colors.

Tr. pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.25; 1 oz., \$6.75.

COLOSSAL SNAPS

This self-pollinated strain is extra vigorous, producing strong, long-stemmed spikes of large, well formed florets.

White

Pink

Orchid

Orange

Yellow

Mixed

Velvet Giant. The rich, velvety crimson-red flowers of this variety are much larger than most outdoor Snaps, and the spikes are heavier.

Prices above 7, each: tr. pkt., 40c; 1/8 oz., 90c; 1/4 oz., \$1.75; 1 oz., \$5.00.



PACIFIC PINK

WHITE

No. 25 MINARET

This fine white combines the close-spaced spike of No. 16 with a larger, longer stem which should make it quite valuable to cut-flower growers. Fred Campbell of the Floral Park Greenhouses, Butte, Montana, says of this fine variety: "Late July sowing of No. 25 Minaret flowered for Christmas and early January. Stems 3 ft. long and excellent color. Thanks for sample."

Pacific White. A pure white with large, well spaced florets. Spike is similar to Ball White No. 16, but stems are somewhat longer. A bit later than No. 16 but earlier than Avalanche. Recommended for both greenhouse and outdoor use.

- **No. 16 Ball White—Medium Tall.** This early pure white is the most popular variety on our entire list.

No. 99 Ball White. Discontinued, superseded by Minaret.

White Giant. Good long-stemmed white for outdoor growing. We prefer our No. 16 Ball White for greenhouse use, although some growers have reported favorably on White Giant for this purpose.

Gardenia Imp. Pure white. Branches somewhat. A fine outdoor strain.

No. 5 Ball Dwarf White. An ideal pot plant variety.

Avalanche. Finest white for outdoor growing; also excellent for greenhouse use although later than No. 16.

LAVENDER, BLUE and PURPLE

- **No. 1 Lilac-Lavender Improved.** Early blooming, silvery lilac. Good stems with long flower spikes.

No. 3 Ball Blue Improved. Deep bluish lavender; long spikes.

- **No. 21 Purple Heart.** Long-stemmed and large-flowered, bright violet-purple. Early blooming.

Ball COLUMN Stocks

(NON-BRANCHING)

16,000 S. The most important points in growing good greenhouse Stocks are: (1) plant only in steam-sterilized or fresh soil to avoid root rot; (2) grow them cool—not over 50° nights. A spacing of 3x6 inches is ample for good quality and they may be safely sown in our latitude from July 15 to February 15. Later sowings may come blind. Constant breeding and selection maintain a uniformly high percentage of doubles in our strains, which may be further increased if the largest seedlings are selected in planting or thinning.

Our best greenhouse varieties are dotted (●).

PINK, ROSE and Red

Pacific Pink (Pictured at left). A bright, luminous salmon-rose-pink without the bluish or orchid cast of other pinks and roses. Somewhat later than most Column Stocks, and is at its best in spring.

- **No. 22 Ball Supreme.** A long-stemmed, vigorous growing variety with fine, heavy spikes of rich silvery rose.

No. 11 Ball Pink. A medium pink. Earlier and somewhat lighter than our No. 22 but not quite as long-stemmed.

No. 14 Ball Rose. An early flowering, fairly deep rose-pink. Darker in color than Supreme No. 22.

No. 9 Chamois-Pink. A warm rosy buff color. Good stems and flower spikes.

No. 7 Malmaison Pink, Improved. Long stems and spikes of soft shell-pink. A popular color.

No. 6 American Beauty. Rich deep American Beauty or carmine-rose.

- **No. 8 Ruby Improved.** A brilliant scarlet-crimson without the purple cast of other reds.

U.S.D.A. DOUBLE PINK

A U.S.D.A. development which improves the Hansen dark-leaved single, light-leaved double strain. Light-leaved doubles may be selected in seedling stage. In our greenhouse trials stem length was greater than Hansen's but not as long as regular Columns. Doubles retain some light leaf color in blooming stage.

MISCELLANEOUS VARIETIES

- **No. 20 Ball Apricot.** Long spikes of rich apricot tinged pink.

No. 24 Deep Apricot Improved. Darker than No. 20.

No. 17 Gold Standard. Creamy ivory-yellow.

No. 26 BUTTERSCOTCH

This fine, creamy yellow is a definite improvement over present strains in stem length, flower size and color. Highly recommended.

Yellow Wonder. Popular ivory-yellow for outdoor growing. Branches slightly.

No. 10 Mixture. Our own formula mixture.

PRICES all Column Stocks, each: ½ tr. pkt., 75c; tr. pkt., \$1.25; ¼ oz., \$2.75; ½ oz., \$5.25; 1 oz., \$10.00.
COLLECTION: 1 tr. pkt. each of the 6 Best, (dotted) varieties, for \$6.75.

Ball Stocks

FOR OUTDOOR GROWING

We recommend the following for cut-flower use outdoors in California, Arizona, and other areas where they are grown.

Avalanche	Pacific Pink
White Giant	Malmaison Pink Improved No. 7
Gardenia, Imp.	Lilac-Lavender Improved No. 1
Pacific White	Purple Heart No. 21
Ball Supreme No. 22	Yellow Wonder
Ball Rose No. 14	

Write for Quantity Prices

Hansen's ALL-DOUBLE Select Stocks

Light leaved doubles and dark leaved singles—apparent in the seedling stage at 50°—provide a positive means of separating singles from doubles in this strain. Stems are about one-half as long as the regular Ball type Column Stocks.

NON-BRANCHING

Shell-Pink	Rose	Lilac-Lavender	White
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Prices above 4 varieties, each: tr. pkt., \$1.50; 1/16 oz., \$2.70; 1/4 oz., \$9.00.

BRANCHING

Dwarf Park Mixed. A dwarf branching type of the All-Double Select Stocks described above. Tr. pkt., 75c; 1/16 oz., \$1.20; 1/4 oz., \$4.00.

BRANCHING STOCKS

TRYSONIC HI-DOUBLE STOCKS

An unusual new race of branching Stocks which, according to the originator, makes use of scientific plant breeding principles to produce 80-85% double flowering plants.

Chamois. Buff-pink.	Bright Rose.
Canary-Yellow.	White.
Fiery Red.	Trysonic Hi-Double
Lilac-Lavender.	Mixture.
Navy-Blue.	

Prices above 8, each: 1/2 tr. pkt., \$1.00; tr. pkt., \$1.75; 1/8 oz., \$2.90; 1/4 oz., \$5.00.

TRYSONIC 7-WEEK MIXTURE

(New.) Complete color range. 1/2 tr. pkt., \$1.00; tr. pkt., \$1.75; 1/8 oz., \$2.90; 1/4 oz., \$5.00; 1 oz., \$18.00.



Left to right, five popular, non-branching varieties. Lilac-Lavender, Minaret, Purple Heart, Ball White No. 16, and Ball Supreme No. 22.

IMPROVED BISMARCKS

- | | |
|--|-----------------------------|
| Apple Blossom. Pale, delicate pink. | Golden Ball. Ivory-yellow. |
| Blood-Red. Ruby-red. | ● Lavender. Lilac-lavender. |
| Chamois. Chamois or buff. | ● Rose. Bright rose-pink. |
| ● Elk's Pride. Rich purple. | Shasta. White. |
| Formula Mixture of above colors. | |
| Prices above 9, each: tr. pkt., 40c; 1/4 oz., \$1.25; 1 oz., \$4.00. | |

GIANTS OF CALIFORNIA

Stronger growing than the Bismarks.

- Golden Gate. Soft, creamy yellow.
 - Pacific. Fairly dark lilac-mauve.
 - Redwood. Bright ruby-red.
 - Santa Barbara. Chamois or buff.
 - Santa Maria. Best branching white.
 - Tahoe. Clear lavender.
 - Yosemite. Rich rose-pink.
- Prices above 7, each: tr. pkt., 40c; 1/4 oz., \$1.40; 1 oz., \$4.75.
- Mixture of all colors in this class.
Tr. pkt., 40c; 1/4 oz., \$1.25; 1 oz., \$4.25.

DWARF TEN WEEK

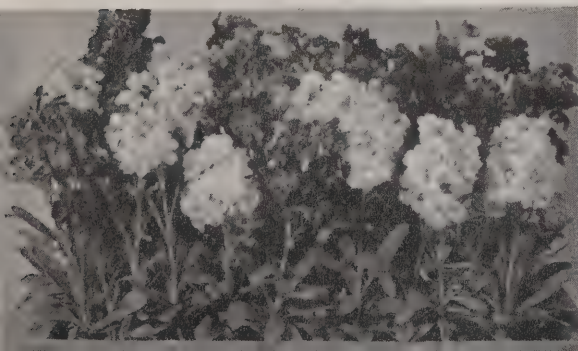
Makes very attractive pot plants.

Blood-Red	Carmin-Pink	Lavender	Canary-Yellow
Deep Rose	Purple	White	
Formula Mixture			

Prices above 8, each: tr. pkt., 30c; 1/4 oz., 75c; 1 oz., \$2.25.

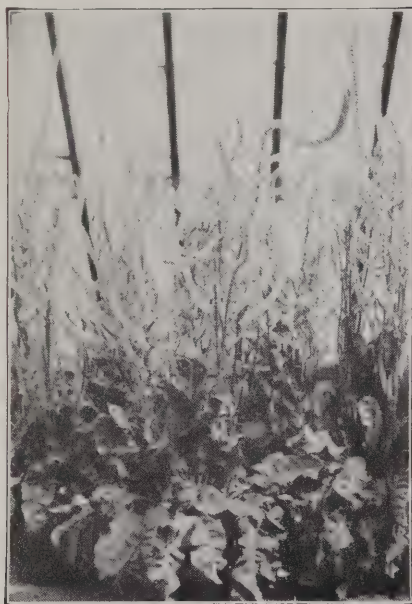
BROMPTON or WINTER STOCK

See page 65.



TRYSONIC 7-WEEK MIXTURE
Blooming in flat for plant sales.

Try the new Trysonic 7-Week Mixture for bedding plant sales.



**STATICE,
SUWOROWII**

STATICE

SINUATA. 350 seed heads per oz. 2½ ft. This attractive annual is largely grown outdoors, especially in southern localities, but a midwinter sowing makes a nice late spring greenhouse crop. May be used in the fresh state or dried.

● **Heavenly Blue.** Bright, clear sky-blue, the color of Heavenly Blue Morning Glory.

Market Rose. Deep rose, a warmer shade than Rosea Superba.

● **Market Grower's Blue.** Fine even deep blue. Excellent stock.

Lavender Queen. A very pleasing shade of pastel lavender. Fine color and good grower.

● **Snow Witch.** Beautiful, clear white.

● **Bonduelli Superba.** Similar in type to the Sinuatas but with large yellow flowers.

Prices above 8, each: tr. pkt., **25c**; 1 oz., **75c**; 4 ozs., **\$2.50**; 1 lb., **\$7.50**.

● SUPERB HYBRIDS

Contains a complete range of colors, from white through chamois, pink, rose, and light blue to deep blue. Heads are large and compact.

Tr. pkt., **25c**; 1 oz., **75c**; 4 ozs., **\$2.50**; 1 lb., **\$7.50**.

Suworowii (Russian or Rat-Tail Statice). 12,000 S. A very useful Statice for greenhouse forcing. Long, lavender spikes. Tr. pkt., **30c**; ¼ oz., **\$1.00**; 1 oz., **\$3.00**.

Perennial Statice. See page 65.

STOCKS

See pages 48 and 49.



STREPTOCARPUS

ANNUALS—Continued



BE SURE TO INCLUDE ALL OF THE
SWEET SIXTEEN VARIETIES
ON YOUR SPRING SEED LIST THIS YEAR

POSTERS

SALESCARDS

BOOKLET

WILL FEATURE THEM!

STRAWBERRY

See page 36.

STREPTOCARPUS

750,000 S.

● WIESMOOR HYBRIDS

(Cape Primrose). Fringed, orchid-like flowers 4-5 inches across in a bright array of colors, including shades of pink, red, blue, lilac and white. Sow from October to March for cut flowers or pot plants from April to December.

Originator's tr. pkt., **\$1.25**; 5 tr. pkts., **\$5.25**.

STRELITZIA

(BIRD OF PARADISE)

Regina. Exhibition strain. Giant flowers of dark blue and deep orange. 10 seeds, **\$1.25**; 100 seeds, **\$10.00**.

Sunflower. See *Helianthus*, page 29.

SWEET PEAS

See pages 51 and 52.

THUNBERGIA

Alata (Black-Eyed Susan). 1100 S. Excellent used as a climber or as a trailing plant for porch boxes and urns. Makes a dense growth producing an abundance of flowers in shades of yellow, buff and orange—with black centers.

Tr. pkt., **25c**; ¼ oz., **60c**; 1 oz., **\$1.80**.

Gibsoni. 500 S. Flowers of a solid, deep orange are twice the size of *Alata*. Tr. pkt., **85c**; ½ oz., **\$1.85**; ¼ oz., **\$3.50**.

TITHONIA

3500 S.

Torch ALL-AMERICA SELECTION Single, bright orange-scarlet flowers with yellow discs are carried on erect, bushy plants. Makes a good cut flower.

Tr. pkt., **40c**; ⅓ oz., **90c**; ¼ oz., **\$1.50**; 1 oz., **\$4.50**.

Tobacco Plant. See *Nicotiana*, page 36.

TORENIA

375,000 S. An excellent plant for spring combination use or for bedding, especially in semi-shade.

Fournieri Grandiflora. Rich, deep blue with violet and yellow blotch on lip.

Fournieri Compacta, Blue. A dwarf form of the above.

Fournieri Compacta, White. Dwarf white.

Prices above 3, each: tr. pkt., **40c**; ⅓ oz., **\$1.25**; ¼ oz., **\$2.25**.

Winter Sweet Peas

350 seeds per oz.

ZVOLANEK'S MULTIFLORAS

→ Originator's Seed ←

These fine varieties are the result of years of painstaking selection on the part of William Zvolanek, veteran California Sweet Pea breeder. They are unusually free flowering and **long-stemmed** with many stems carrying **5 and 6 flowers** instead of the usual 3 and 4. Not hard to visualize what this means to growers in better market returns over a period of a few weeks of picking.

Blue Wonder. Fine, clear medium blue flowers on very long, strong stems.

Deep Rose. Deep, bright rose; fine for spring. Long stems, and vigorous growth.

● GEO. J. BALL

Named for the late Geo. J. Ball, this new, deep coral-rose is one of the finest Multiflora Sweet Peas.

Giant Lilac. Bright mauve, same color as Triumph. Large flowers on extra long, heavy stems. Strong growth.

● **Lavender.** Orchid-lavender, near Twilight in color. A strong grower with extra long stems.

Light Rose-Pink. Almost flesh-pink in color. Large flowers on long stems.

Orange-Cerise. Extra large flowers on long stems. A bright and striking color.

Red. Christmas red.

● **Rose.** Extra large, medium rose flowers on extra long, heavy stems. Vigorous growth.

● **Salmon-Pink.** Large, medium rose-pink flowers with salmon cast. Stems are extra long, but not as heavy as the other varieties in this class.

Whirlwind. Large, light rose flowers on long stems.

● **White.** Pure white. Long, strong stems.

Multiflora Mix. A complete color assortment.

Prices above 13 varieties, each: ½ oz., \$1.10; 1 oz., \$2.00; 4 ozs., \$6.65; 1 lb., \$20.00.



ZVOLANEK'S MULTIFLORA SWEET PEA

STANDARD WINTER VARIETIES

While we prefer the Spring Flowering for late greenhouse planting, the Winter class does flower earlier and in some sections is preferred even for outdoor planting. The 12 best varieties are indicated by a (●).

PINK, ROSE and SALMON

- **Ball Rose Queen.** Extra long-stemmed and large-flowered clear rose-pink. One of the finest winter varieties.
- **Ball Rose Supreme.** Large wavy flowers of bright silvery rose. Good stems and free flowering.
- **Ball Salmon.** Fairly deep salmon-pink; an excellent producer.
- Daphne.** Soft salmon-pink on cream. Large flowered.
- **Hiawatha.** Strong growing, large flowered deep rose.
- Laddie Imp.** Long stemmed, fairly light rose-pink.
- Mother Machree.** Large coral-rose flowers; semi-duplexed.
- New Ball Rose.** Free flowering, bright rose.

ORANGE and RED

- **Ball Orange Supreme.** Bright, clear orange with no rose shading.
- **Fiesta.** Brilliant scarlet-cerise; the finest winter red.
- Sparks.** The finest poppy-scarlet.
- **Treasure Island.** Large, wavy flowers of golden orange.

WHITE

- Ball White.** Long stemmed pure white; white seeded.
- **Cascade.** Large flowered. Earliest white. White seeded.
- Hope.** Fine black seeded white.
- White Harmony.** Similar to Hope; black seeded.

LAVENDER, BLUE and PURPLE

- **Ball Blue Supreme.** Rich mid-blue. Large flowers and a good producer.
- Harmony.** Early flowering lavender.
- **Rhapsody.** Extra large flowered, deep rosy lavender.
- Top Hat.** Deep bright violet-blue.
- **Triumph.** Long-stemmed, rich lilac-mauve; very well liked.
- **Twilight.** A bright clear lavender.

Prices all Standard Winter varieties, each; ½ oz., 35c; 1 oz., 55c; 4 ozs., \$1.65; 1 lb., \$6.00.

MIXTURE

- **12 Best Mixture.** Our own formula mixture of the 12 best. ½ oz., 35c; 1 oz., 55c; 4 ozs., \$1.65; 1 lb., \$6.00.

COLLECTIONS

½ oz. each of the "12 Best" (dotted) named Standard Winter varieties for \$3.80.

1 oz. each of the "12 Best" (dotted) named Standard Winter varieties for \$6.10.

Spring Peas

350 seeds per oz.

CUTHBERTSON STRAIN

→ Originator's Seed ←

This class is midway in blooming date between the Winter and Summer types, and is the preferred kind for spring greenhouse flowering. Don't sow before October for this purpose. They are also widely planted for outdoor use, being a week or two earlier than the Summer class.

PINK, ROSE and SALMON

- **Billy.** Bright cerise-rose on salmon; very showy.
- **Carol.** Attractive clear pink on white ground; salmon shading.
- **Doris.** Deep cherry-rose. Extra strong growth with fine stems.
- **Evelyn.** Extra long stemmed, soft salmon-pink.
- **Lois.** Light rose-pink, similar in color to Ball Rose Queen.

RED

- **Kenneth.** Deep crimson-red.
- **Jimmy.** Rich, deep cherry-red.

LAVENDER, BLUE and PURPLE

- **Frank G.** Fine soft rosy lavender. One of the best.
- **Jessie.** Rich lavender-mauve.
- **Tommy.** Clear mid-blue. A popular commercial color.

WHITE

- **Daisy.** (New.) Large frilled white; black-seeded.

MIXTURE

- **Mixture.** Balanced according to demand for each color.
- Prices above 12 Cuthbertson varieties, each: ½ oz., 35c; 1 oz., 55c; 4 ozs., \$1.65; 1 lb., \$5.00.

NEW DWARF SWEET PEAS

Little Sweethearts Mixed. (New.) 450 S. Plants are up-right and form rounded bushes about 8 in. high covered with large flowers in all shades. Needs no support and is suitable for borders or bedding.

Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.



William Zvolanek, originator of the Floribunda Sweet Peas, looking over his seed crop.

ZVOLANEK'S FLORIBUNDAS

→ Originator's Seed ←

Developed from the sensational Multifloras (longer, stronger stems with as many as 6 and 7 blooms), the Floribunda Class is a spring flowering Sweet Pea. It branches freely with long, strong stems, as many as 6 and 7 blooms, and has other fine characteristics of the Multiflora line. Our trials definitely indicate that the Floribundas are superior to other strains for spring greenhouse or outdoor use in our locality.

Pure White
Purple
Lilac
Carmine-Rose

Lavender
Rose-Pink
Light Pink
Mid-Blue

Scarlet
Mixture

Prices above 10, each: ½ oz., 85c; 1 oz., \$1.50; 4 ozs., \$5.00; 1 lb., \$18.00.

Summer Peas

350 seeds per oz.

Sow in bands or pots in late winter. Grow cold after germination and plant out in early spring as soon as soil can be worked.

PINK, ROSE and SALMON

- **Ball Shrimp-Pink.** A pleasing soft shrimp-pink. Vigorous growth and long stems make this outstanding.
- **Pinkie.** Finest large flowered rose-pink; long stemmed and a heavy producer.

RED

- **Welcome.** An intense sunproof scarlet of vigorous growth. Fine flower size and stem, and a heavy producer.

Prices all above Summer Peas, each: ½ oz., 25c; 1 oz., 40c; 4 ozs., \$1.25; 1 lb., \$4.00.

WHITE

- **Gigantic.** Excellent, pure white; black-seeded.
- **Snow White.** The finest clear white; black-seeded.

LAVENDER, BLUE and PURPLE

- **King Lavender.** Exceptionally fine, clear even lavender with long strong stems. Excellent growth.
- **Windsor Blue.** A supremely fine mid-blue. Its clear even color, stem length, and flower size set it apart.

MIXTURE

- **Ball Best Mixture.** Composed only of the best varieties in proportion to their commercial value.

VINCA

ROSEA (Periwinkle). 21,000 S. 15 in. One of the most generally satisfactory outdoor bedding plants we have. Will stand an almost unbelievable amount of hot, dry weather. Sow early with bottom heat.

COQUETTE

(New.) A dwarf type of Vinca for which we have been looking the past several years. Coquette will grow only 10 inches tall, is very uniform, and should be an ideal bedding plant, because it is tolerant of hot and dry summers. Color is rosy pink with attractive, glossy deep green leaves. Very free flowering and will bloom continuously from Decoration Day till frost if seed is started February 1 with bottom heat. Tr. pkt., 50c; 1/8 oz., 85c; 1/4 oz., \$1.50; 1 oz., \$4.50.

- **Twinkles.** Soft pink; red eye.
- **Pink.** Medium pink.
- **Crimson.**
- **Alba Pura.** Pure white.
- **Alba Oculata.** White; red eye.
- **Mixture.**

Prices above 6, each: tr. pkt., 30c; 1/4 oz., 60c; 1 oz., \$2.00.

VERBENAS

10,000 S. One of the most colorful and showy plants for bedding, window boxes or combinations. Seed should be sown in a soil temperature of 65° to hasten germination which is sometimes slow. Once established, 50° nights suits them nicely, but be sure to pinch them early to avoid straggly growth.

SPREADING. Growth is inclined to be procumbent or carpet-like, covering a fairly wide area.

GROUP "A" SPREADING. Height 8 to 12 inches.

IDEAL FLORIST STRAIN

(Dwarf Masterblend.) Low growing, but spreading in habit with large flowers in an extremely wide range of unusual colors—many with attractive light eyes. Early and free flowering. Fine for flat sales. Tr. pkt., 75c; 1/4 oz., \$2.00; 1 oz., \$6.00.

- **Sparkle.** Bright red with white eye.
- **Crystal.** Large flowered, snow-white.

Prices above 2 each: tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$4.50.

GROUP "B" SPREADING. Similar in habit to Group A but reaches a height of 12 to 18 inches.

- **Torrid (New).** Deep red with contrasting white eye. Bred in the Middle West for heat resistance, and blooms freely under trying conditions. A Ball exclusive for 1957. Tr. pkt., 60c; 1/8 oz., \$1.65; 1/4 oz., \$3.00; 1 oz., \$9.00.
- **Defiance.** (New.) According to our trial ground observations the most vigorous and free flowering of all the solid scarlet-red Verbenas. Stands heat well.
- **Beauty of Oxford.** Extra large flowers, ranging from clear rose-pink to deep rose-red, all with slight white eye.
- **Crimson Glow.** Warm, crimson-red without eye.
- **Dannebrog.** Very attractive bright scarlet with large white eye.
- **Ellen Willmott.** Extra large, salmon-pink.
- **Lavender Glory.** Very fine, large flowered lavender with white eye. About 75% true to type, balance white and purple.
- **Marilyn (New.)** Fiery scarlet cerise with creamy eye. Free flowering and compact.
- **Mayflower.** Shades of pink.
- **Pure White.** Very even strain. Large flowered and vigorous.
- **Royale.** Large flowered rich deep blue with eye.
- **Spectrum Red.** Very bright rich scarlet with no eye.
- **Sutton's Blue.** Deep royal blue without eye.
- **Mixture** of all colors in the Grandiflora class.

Prices above 13, each: tr. pkt., 45c; 1/4 oz., \$1.25; 1 oz., \$3.75.



VINCA COQUETTE

We consider Vincas an underrated annual. It is due for increased popularity in its new super-dwarf form, Coquette. Natural advantages of this item are bright, lustrous, Gardenia-like foliage, appealing rose colored, five-petaled flowers produced in abundance. It will stand some shade and poor soil, and thrives in dry climates.

Note comparison of habit between Vinca Rosea Twinkles (tall) and Coquette.

UPRIGHT. Free branching, but distinctly bushy and upright in habit rather than spreading.

GROUP "A" UPRIGHT. Height 4 to 8 inches.

Fireball. Bright, fiery scarlet, small flowers.

● **Mixture** of all colors in this compact class.

Prices above 2, each: tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$4.50.

GROUP "B" UPRIGHT. Height 8 to 12 inches.

Firelight. A welcome addition to the popular Bush type Verbenas. Flowers are a vivid, solid red.

Tr. pkt., 55c; 1/4 oz., \$1.30; 1 oz., \$4.00.

● **Giant Salmon Queen.** Large flowered, bright coral-salmon.

Starlight. Large flowers are a rich mid-blue with ivory-white eye. An excellent companion to Salmon Queen.

Blue Sentinel. Bright blue with very little violet shading.

Snowball. "Snow-white." Fine, free flowering, pure white.

Prices above 4, each: tr. pkt., 55c; 1/4 oz., \$1.30; 1 oz., \$4.00.

● **Rainbow Mixture.** Semi-dwarf (8 to 10 in.), but upright growing plants in a wide assortment of colors. Its earliness and erect habit make this strain valuable for pots and combination boxes as well as for borders.

● **Royal Bouquet.** 12 to 14 in. A mixture of all colors in this upright type. Stems are long enough for limited cut flower use.

Prices above 2, each: tr. pkt., 55c; 1/4 oz., \$1.65; 1 oz., \$5.00.

MISCELLANEOUS VARIETIES.

Bonariensis. 90,000 S. 36 in. A long-stemmed Verbena with lavender-blue flower clusters. Germination slow.

Tr. pkt., 40c; 1/16 oz., 75c; 1/8 oz., \$1.35.

Venosa Lilacina. 60,000 S. 8 to 10 in. Flowers continuously throughout our hot Midwestern summers. Deep lilac flowers.

Tr. pkt., 30c; 1/4 oz., 50c; 1 oz., \$1.75.

Viola. See page 65.

WALLFLOWER

Gold Standard. 14,000 S. Richly fragrant deep golden yellow flowers borne in spikes.

Tr. pkt., 65c; 1/4 oz., \$2.25; 1 oz., \$6.50.

ALL DOUBLE NON-BRANCHING. Sow in December and grow in shallow soil (flats are fine) spaced 4x4 in. for spring cutting.

Helios. Bright golden yellow.

Vulcan. Velvety, mahogany-red.

Prices above 2, each: tr. pkt., (about 700 seeds), \$1.00.

Perennial Wallflower. See Cheiranthus, page 59.

Florists' Zinnias

(2500 to 4000 seeds per oz.)

GIANT CACTUS

Ice Cream (New). Pictured on opposite page. A completely new color in Zinnias. A rich, full bodied cream—not a light yellow. Blends with all other colors. Large, fully double flowers with ruffled petals.

Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$12.50.

Apricot (New). Large double flowers of coral, suffused apricot, with lacy, ruffled petals.

Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$12.50.

Blaze. ALL-AMERICA SELECTION See color illustration opposite page. A combination of fiery mandarin-red and scarlet-orange in the Giant Cactus type. Unique and distinct.

Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$9.00.

Eskimo. Large, loosely ruffled flowers open creamy white, and turn white. Not as vigorous as Mixture.

Sunny Boy. Large buttercup-yellow flowers.

Floradale Scarlet. 21 in. Large, fully double scarlet flowers with lacy, ruffled petals characteristic of the Cactus type Zinnia.

Riverside Beauty. 18 in. Large, double, soft coral-rose color with lacy, ruffled petals of the Cactus type. Somewhat less vigorous than Burpee Hybrids.

Cactus Flowered Mixture (Burpee Hybrids). See opposite page. 21 in. One of our finest Zinnias. Extra large, fully double blue flowers with large ruffled petals. A well balanced mixture of colors, mostly pastels.

Prices above 5, each:

Tr. pkt., 40c; ¼ oz., 75c; 1 oz., \$2.50; 4 ozs., \$7.50.

● **Treasure Island.** (New.) This new strain is an F₃ with Hybrid vigor, and large, fluffy, informal flowers up to 7 inches across in a wider range of colors than ever before. Plants grow about 3 feet tall. We consider this the finest Cactus-Flowered Zinnia mixture obtainable.

Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$12.50



FANTASY TYPE

Mixture. Formula mixture of all colors in this class. The fairly large flowers have informally curled and twisted petals which produce an attractive novelty effect.

Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80.

GIANT MAMMOTH

For sheer flower size you can't beat these Giant Mammoth Zinnias—not quite as fully petaled as the Dahlia-flowered varieties, but the colors are very bright.

Brightness. Bright, clear rose-pink.

Cherry Queen (Cerise Queen). Brilliant cherry-rose.

Daffodil Improved. Clear canary-yellow.

Enchantress. Light pink; darker center.

Golden Queen. Bright golden yellow.

Isabellina. Creamy yellow.

Lavender Queen. Medium rosy lavender.

Miss Willmott. Pleasing, soft pastel pink.

Orange King. A brilliant orange with scarlet shading.

● **Purity.** The best white in large-flowered Zinnias.

Rose Queen. Deep rose; a striking color.

Salmon Queen. Luminous salmon-rose; very pleasing.

Scarlet Queen. Intense bright scarlet.

Violet Queen. Deep violet-purple.

Mixture. A balanced formula mixture of all Giant Mammoth varieties.

Prices above 15, each: tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00; 1 lb., \$15.00.

COLLECTION. We offer one trade packet each of the above 14 named varieties for \$3.50.

LILLIPUTS

Lilliput Zinnias never fail to attract interest as a bedding subject because of their interesting flower formation and free flowering habit. For cut flowers, the stems can be lengthened by some cloth or greenhouse shading. Flowers about the size of average button-type Pompons.

Black Ruby. Deep maroon.

● **Canary Gem**

● **Crimson Gem**

● **Golden Gem**

● **Lilac Gem**

● **Pink Gem**

Purple Gem

● **Rosebud.** Fine rose-pink.

● **Salmon Gem**

● **Scarlet Gem**

Valencia. Burnt-orange.

White Gem

● **Formula Mixture.** All colors. (See opposite page).

Prices above 13, each: tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00; 1 lb., \$15.00.

COLLECTION. Tr. pkt., of each of the 12 named Lilliput varieties for \$3.00.

CUPID TYPE

Dwarf plants producing large numbers of small double (1 in.) flowers. Fine for borders and rock gardens.

Goblin (New). Bronzy orange.

Pixie (New). Deep yellow.

Snowdrop (New). Pure white.

Red Riding Hood (Gracillima). Freely produces large numbers of small, bright crimson flowers. Fine for bedding.

Mixture.

Prices above 5, each: tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80.

PUMILA TYPE

"CUT-AND-COME-AGAIN." Between the Giants and Lilliputs in size.

Canary-Yellow

Salmon-Rose

Pinkie. A pleasing soft pink.

Fireball. Scarlet.

Snowball. White.

Mixture of all colors.

Prices above 6, each: tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00; 1 lb., \$15.00.

MISCELLANEOUS VARIETIES

Linearis. A heat-resistant, free-blooming subject for edging and rock garden work. Compact (6-8 in.), early flowering, with Single, bright orange flowers.

Tr. pkt., 35c; ¼ oz., \$1.25; 1 oz., \$3.75.

Early Wonder, Finest Mixed. Medium sized double flowers in shades of red, rose and orange are carried on 10-12 in. base-branching plants. Extra early; fine for short season locations, only. Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.00.

● **Persian Carpet** ALL-AMERICA SELECTION 16 in. A greatly improved Haageana type Zinnia with well rounded form and over-all height of about 16 inches. Very floriferous, with all the natural assets of Zinnias—easy to grow, heat loving, and colorful. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

● **Ortho-Polka** (New). Best described as a giant Peppermint Stick, with flowers twice the size, produced on larger and more vigorous plants. Bright and varied colors in shades of red, white, yellow, pink, orange and purple more than half of which are attractively striped.

Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$12.50.

● **Peppermint Stick.** Striped petaled flowers similar in color range to Ortho-Polka, but with smaller Pumila type flowers and shorter growing plants.

Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.25; 4 ozs., \$7.00.

See page 56 for Dahlia-Flowered Varieties.



GIANT CACTUS BLAZE

A Garden of Zinnias

(See opposite page
for listing.)

**Left, GIANT
CACTUS BLAZE**

**Right, CACTUS
FLOWERED
MIXTURE**



CACTUS FLOWERED MIXTURE



Above, LILLIPUT MIX

Below, ICE CREAM



See Next Page for DAHLIA FLOWERED ZINNIAS

Left, LILLIPUT MIX

There is certainly a substantial demand from Zinnia lovers for these interesting small flowered types which are uniform in growing characteristics and come in a wide range of colors.

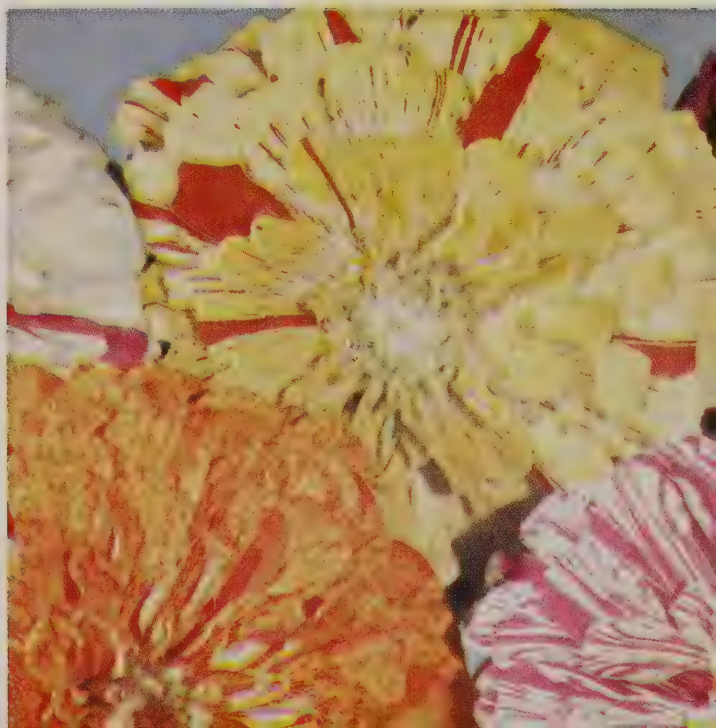
Lower Left, ICE CREAM

Try this brand new Zinnia color, cream-yellow, on your Zinnia customers. Large flowered, Cactus type.

Below, NEW ORTHO-POLKA

Best described as a giant Peppermint Stick, with flowers twice the size, produced on larger and more vigorous plants. Bright and varied colors in shades of red, white, yellow, pink, orange and purple, more than half of which are attractively striped.

NEW ORTHO-POLKA



Florists' Zinnias

(2500 to 4000 seeds per oz.)

DAHLIA-FLOWERED

Among the largest Zinnia flowers. Tall and long-stemmed for cutting. Best all-purpose Zinnia.

- **Canary Bird.** A bright, clear canary-yellow.
- **Crimson Monarch.** Large flowered, deep crimson-red.
- **Dream.** An attractive lavender.
- **Eldorado.** Unusually attractive salmon-apricot.
- **Exquisite.** Fine, light rose with deep cerise center.
- **Golden Dawn.** Clear golden yellow. Extra large flowers.
- **Illumination.** Deep rose, dark center. Darker than Exquisite.

- **Luminosa.** Bright pink suffused with salmon.
- **Meteor.** Rich, deep amaranth-red. A striking color.
- **Oriole.** Orange and gold.
- **Polar Bear.** Good clear white.
- **Purple Prince.** Deep purple; large flowered.
- **Scarlet Flame.** Bright scarlet.
- **Will Rogers.** Scarlet; shade lighter than Crimson Monarch.

Prices all Dahlia-Flowered Zinnias, each: tr. pkt., **30c**; ¼ oz., **50c**; 1 oz., **\$1.50**; 4 ozs., **\$5.00**; 1 lb., **\$15.00**.

COLLECTION: We furnish a collection consisting of 1 tr. pkt. each of these 14 varieties for **\$3.50**.

DAHLIA-FLOWERED MIXTURES

- **Gold Medal Mixture.** We believe this is the finest complete mixture of large-flowered Zinnias available. This is not a field-grown mixture, but it is carefully blended by formula from first class cut flower colors and varieties in direct proportion to their commercial value.
- **Indian Summer Mixture.** Bright reds, yellows and oranges predominate to make this fine assortment of "Indian Summer" colors.
- **Pastel Shades Mixture.** A formula mixture of the lighter colors in the large-flowered class.

Prices above 3 mixtures, each: tr. pkt., **30c**; ¼ oz., **50c**; 1 oz., **\$1.50**; 4 ozs., **\$5.00**; 1 lb., **\$15.00**.

NOTES ON ZINNIA CULTURE

For Cutting: Some protection by cloth or a greenhouse will produce long-stemmed, large-flowered Zinnias which make excellent cut-flower material. Either the Dahlia-Flowered or the Lilliputs are O. K. for this. An outdoor sowing as late as July 1 in our latitude will produce a fine crop of cut Zinnias outdoors before frost.

For Bedding: Always popular for their ease of culture and fine, vivid colors, Zinnias should account for a substantial part of your bedding plant sales.

Don't neglect the novelty value of the small-flowered Lilliput type, the immense size of the Giant Mammoths, the curled petals of the Fantasy type.

Warning: Zinnias are native to warm temperatures and need 65° minimum—better, 70°—to germinate satisfactorily.

Dahlia-Flowered Zinnias pictured at left, top to bottom: Canary Bird, Purple Prince, Polar Bear, Illumination and Scarlet Flame. All these and many others are in our famous Gold Medal Mixture.





ALSTROEMERIA CHILENSIS

This South American Lily-like plant is hardy in most parts of the United States. The flowers keep well, make attractive corsages.

ACHILLEA

- **Filipendula, Parker's Variety** (Cloth of Gold). 225,000 S. Large heads of golden yellow flowers on long stems; fine for cutting.
- **The Pearl** (Ptarmica). 170,000 S. 30 in. The standard double white for cutting.

Prices above 2, each: tr. pkt., 30c; 1/8 oz., 70c; 1/4 oz., \$1.25.

ACONITUM

(Monkshood)

Napellus. 10,000 S. Dark blue; does best in partial shade. Tr. pkt., 30c; 1/4 oz., 80c.

ALSTROEMERIA

(Lily of Peru)

Chilensis. 1600 S. Shades of pink, rose and red. Medium tall. For bedding and cut flower use. Germination erratic. Tr. pkt., 55c; 1/4 oz., \$1.65; 1 oz., \$5.00.

ALYSSUM

30,000 S. The two varieties following are perfectly hardy with us and make fine, free flowering rock garden or border plants.

- **Saxatile Compactum** (Gold Dust). 30,000 S. 12 in. Flowers early May. Rich golden yellow. Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.20.

Saxatile Silver Queen (Sulphureum). Light lemon-yellow. Tr. pkt., 30c; 1/4 oz., \$1.00; 1 oz., \$3.00.

ANCHUSA

Dropmore Strain (Italica). 1100 S. 5 ft. Nice blue for cutting. Tr. pkt., 20c; 1/4 oz., 60c; 1 oz., \$1.80.

Myosotidiflora. 10,500 S. 12 in. May flowering, forget-me-not-blue. Seed should be refrigerated for 72 hours before sowing. Tr. pkt., 60c; 1/8 oz., \$1.35; 1/4 oz., \$2.50; 1 oz., \$8.50.

ANEMONE

St. Brigid Mixed. 37,000 S. Choice long-stemmed mixture of brilliant colors. Tr. pkt., 55c; 1/4 oz., \$1.10; 1 oz., \$3.25.

Pulsatilla (European Pasque Flower). Beautiful violet-purple flowers on 12-inch plants which are covered with silky hairs. Blooms in April-May; likes a dry location. Tr. pkt., 40c; 1/8 oz., 70c; 1/4 oz., \$1.20.

ANTHEMIS

Kelwayi (Hardy Marguerite). 85,000 S. 3 ft. Yellow Daisy flowers produced throughout the summer. Tr. pkt., 20c; 1 oz., 70c.

PERENNIALS

We recommend sowing perennials in spring. Germination will be better than during the heat of midsummer and the larger plants produced will winter over more satisfactorily. In addition, if sowing is done in January or early February, quite a few will bloom the first season. We feel that every grower should include at least a few perennials in his outdoor planting. They get along admirably with little care, and many make really profitable cut flowers.

AQUILEGIA

(Columbine)

15,500 S. Though not well adapted for shipping, well grown Columbines are of definite cut-flower value for retail growers. Not at all difficult to force either. Pot up from the field the first year plants, storing in a cold house or frame until about February 1. Start in a low temperature, gradually increasing to around 50°.

Coerulea (Rocky Mountain Columbine). 18 in. Sky-blue with white corolla. Tr. pkt., 40c; 1/4 oz., \$1.25; 1 oz., \$3.75.

Copper Queen. 2 ft. Copper-red shades with straw-yellow corolla. Tr. pkt., 55c; 1/8 oz., \$1.65; 1/4 oz., \$3.00.

Crimson Star Hybrids. 18 in. About 90% dark red with white corolla. Tr. pkt., 60c; 1/8 oz., \$1.75; 1/4 oz., \$3.00.

Longissima Yellow. 2 ft. Delicate, pale yellow with extra long (4-in.) spurs. Tr. pkt., 60c; 1/16 oz., \$2.50; 1/8 oz., \$4.75.

- **Long Spurred Mixture.** A well balanced blend with large flowers and long spurs. Based on our trial ground observation, this is the preferred mixture. Tr. pkt., 40c; 1/8 oz., \$1.20; 1/4 oz., \$2.00; 1 oz., \$6.00.

McKANA'S GIANT

Large, extra long-spurred flowers 3 to 4 inches across in a gay mixture of colors. One of the showiest of all Columbines. Tr. pkt., \$1.00; 1/4 oz., \$3.00; 1 oz., \$9.00.

AQUILEGIAS Continued Next Page

**AQUILEGIA,
McKANA'S GIANT**
All-America Award
Winner



PERENNIALS—Continued

AQUILEGIA, Continued

- Mrs. Nicholls.** 2 ft. Large-flowered, clear deep blue.
Tr. pkt., 50c; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1 oz., \$9.00.
- **Mrs. Scott Elliott's Mixture.** 2 ft. An excellent long-spurred mixture. Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.
- Rose Queen.** 18 in. Rose with white corolla.
Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.
- Snow Queen.** 2 ft. Creamy white flowers.
Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.

ARABIS

(Rock Cross)

- **Alpina Snowcap.** 120,000 S. 6 in. Dwarf, compact plants with dense masses of shining snow-white flowers. Blooms very early in spring. Tr. pkt., 40c; 1/4 oz., 80c; 1 oz., \$2.75.
- Alpina White.** 12 in. White. Tr. pkt., 25c; 1/4 oz., 55c; 1 oz., \$1.80.
- Spring Charm** (Blepharophylla). 50,000 S. Carmine. Semi-hardy. This variety should be wintered over in frames. Will bloom in April-May. Tr. pkt., 50c; 1/8 oz., \$1.50.
- Alpina Pink.** 12 in. Delicate, pale pink.
Tr. pkt., 45c; 1/4 oz., \$1.30; 1 oz., \$3.90.

ARMERIA

(Thrift)

- Formosa, Large-Flowered Hybrids.** 12,000 S. 2 ft.
Tr. pkt., 40c; 1/8 oz., 75c; 1/4 oz., \$1.40; 1 oz., \$4.25.
- Alpina.** 32,000 S. Dwarf, bright rose.
Tr. pkt., 75c; 1/8 oz., \$2.75.

● GLORY OF HOLLAND

Ball-shaped deep pink flowers about 1 1/2 inches in diameter, carried on straight, wiry stems 2 feet long. Fine for cutting and blooms throughout the summer.
Tr. pkt., 60c; 1/8 oz., \$2.00.

ASCLEPIAS

Tuberosa. 4500 S. Fine orange for cutting. Requires well drained location. Freezing over winter helps germination.
Tr. pkt., 35c; 1/4 oz., \$1.30; 1 oz., \$3.90.

ASPARAGUS

Willow Spray (Verticillatus). 600 S. Completely hardy, summer green material. Finely cut foliage. Requires 3 years for best results. Tr. pkt., \$1.25; 1/4 oz., \$2.00; 1 oz., \$6.00.

ASTER

Hardy Large-Flowered Mixture. 17,500 S. About 4 ft. tall. Fall flowering. A perfectly hardy and attractive assortment.
Tr. pkt., 55c; 1/8 oz., \$1.25; 1/4 oz., \$2.25.

Alpinus, Finest Mixed. 22,000 S. About 15 in. tall. Lavender, blue and white flowers. Tr. pkt., 55c; 1/8 oz., \$1.10.

Wartburg Star. Clear lavender-blue flower with yellow center. Well suited for garden border use with long, strong stems which make excellent cut flowers.
Tr. pkt., 75c; 1/8 oz., \$2.00; 1/2 oz., \$6.00.

AUBRIETIA

Large-Flowered Hybrids. (Monarch Strain.) 150,000 S. 6 in. Low growing, matlike plants; similar to Arabis but with flowers in a wide range of colors from lilac to purple.

Hendersoni. Deep purple. **Leichtlini.** Carmine-rose.
Prices above 3, each: tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.



BELLIS PERENNIS
The popular Double English Daisy.

Baby's Breath. See Gypsophila, pages 29 and 62; also Euphorbia Corollata, page 60.

BAPTISIA

Australis (False Indigo). 1700 S. Sprays of pea-shaped indigo-blue flowers. 3 ft. Tr. pkt., 35c; 1 oz., \$1.50.

BELLIS

PERENNIS (Monstrosa). 135,000 S. We have a fine new double strain of this popular English Daisy, much used for early summer bedding and for spring combinations. Though a perennial, it is commonly grown as an annual like Pansies.

Red Rose White Salmon

Prices above 4, each: tr. pkt., 60c; 1/8 oz., \$2.00; 1/4 oz., \$3.75.
Mixture. Tr. pkt., 60c; 1/8 oz., \$1.80; 1/4 oz., \$3.30.

BROOM

Hybrids Mixed. 5500 S. 4 to 5 ft. Vigorous, hardy shrubs in a range of bright colors including all shades of pink, orange, terra cotta and crimson. Flowers second season from seed.
Tr. pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.35.

CAMPANULA

CARPATICA. 350,000 S. 12 in. Dwarf. Perennial. Wide, upright, cup-shaped flowers are borne on slender, erect stems. Plants are leafy clumps.

Blue. Tr. pkt., 30c; 1/8 oz., 80c; 1/4 oz., \$1.45.

● **Cullinmore Mixture.** Contains many new colors in this dwarf class. Tr. pkt., 60c; 1/8 oz., \$1.50; 1/4 oz., \$2.80.

ROCK GARDEN BLEND

Desirable, low-growing kinds in a wide range of Campanula colors. Tr. pkt., 75c.

MEDIUM CALYCANTHEMA (Cup-and-Saucer Type). 120,000 S. 3 ft. Biennial. Both this and the following (Medium Single) are easily forced for spring greenhouse flowering either as pot plants or for cutting.

Dark Blue Light Blue Rose White Mixture
Prices above 5, each: tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

CAMPANULA, Continued

MEDIUM SINGLE (Canterbury Bells). 135,000 S. 3 ft. Biennial.

Dark Blue Light Blue Pink White Mixture
Prices above 5, each: tr. pkt., 20c; ¼ oz., 30c; 1 oz., 90c.

MEDIUM DOUBLE (Canterbury Bells). 102,000 S.

Formula Mixed. Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.40.

PERSICIFOLIA. 340,000 S. 30 in. Perennial. 1-inch, bell-shaped flowers on stiffly erect stems. 15-inch spikes.

Telham Beauty. 30 in. Large bells of china-blue.

Tr. pkt., 40c; ½ oz., \$1.00; ¼ oz., \$1.85.

Perennial Candytuft. See Iberis, page 62.

CARNATION

GRENADIN (Hardy Carnation). 14,000 S. 20 in. Good for cutting.

King of the Blacks. Darkest red.

Golden Sun ● Pink ● Red White ● Mixture
Prices above 6, each: tr. pkt., 60c; ¼ oz., \$2.00; 1 oz., \$6.50.

Annual Carnations. See page 21.

CATANANCHE

Coerulea. 16,000 S. 24 in. Nice everlasting for cutting, with light lavender-blue, Centaurea-like flowers produced freely first year from seed. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.25.

CENTAUREA

Montana. 1600 S. 24 in. Large cornflower-blue flowers.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

Centaurea Cyanus. See page 23.

CERASTIUM

Tomentosum (Snow-in-Summer). 42,000 S. 10 to 12 in. An excellent dwarf bedding perennial with silvery foliage and small white flowers. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80.

CHEIRANTHUS

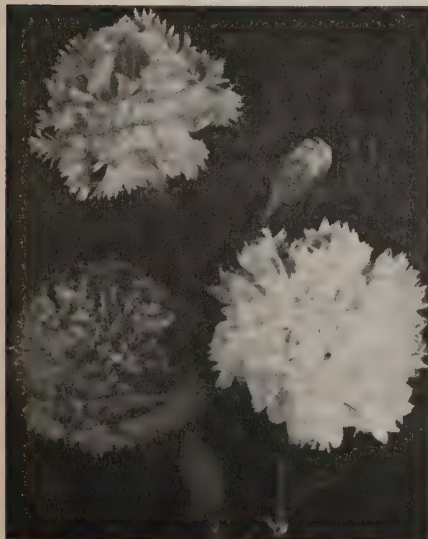
(Siberian Wallflower)

(19,000 S.)

● Golden Bedder. 18 in. Large, deep golden yellow. Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.20.

Orange Queen. 18 in. Free flowering brilliant orange. Tr. pkt., 20c; 1 oz., 50c; 4 ozs., \$1.50.

Annual Wallflower. See page 53.



CARNATION,
GRENADIN
MIXTURE

CHRYSANTHEMUM

MIKADO

(New.) A mixture of greenhouse, cut flower varieties in a wide color range. Large Mums, Pompons, Anemones, and Spider types are included in this novel assortment. Seed sown in March will produce flowers the following fall and early winter. Tr. pkt., \$5.00.



Glory Mixture. 60,000 S. Our finest mixture of hardy Chrysanthemums with an exceedingly wide range of brilliant colors. Contains Korean and Arcticum Hybrids, Azaleamums, Indicums, and Morifoliums. Tr. pkt., \$1.00; ½ oz., \$2.50; ¼ oz., \$4.50.

Korean Hybrids. 60,000 S. Single and semi-double types in a good color range. Some bloom rather late for localities with early frost dates. Tr. pkt., \$1.00; ½ oz., \$2.50; ¼ oz., \$4.50.

CLEMATIS

Paniculata. 4500 S. White-flowered climber.

Recta Mandschurica. 7500 S. Panicles of fragrant white flowers on 4- to 5-ft. plants.

Prices above 2, each: tr. pkt., 75c; ½ oz., \$1.50; ¼ oz., \$2.75.

COREOPSIS

11,000 S. The long, graceful stems and rich, golden yellow color give this plant real value for cutting. We find it best treated as a biennial.

● Sunburst. 24 in. A fine semi-double strain, with 2-inch golden yellow flowers. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.10.

CYCLAMEN

NEAPOLITANUM PERENNIAL MIXED

Shades of rose and white flowers about ⅓ the size of annual Cyclamen. Free flowering on 8-10 inch stems, in August and September. For best results sow early fall and carry seedlings through the first winter under glass, transplanting out to partially shaded area in spring. 100 seeds, \$1.00; 500 seeds, \$3.00.

DAISY, SHASTA

(Chrysanthemum Maximum)

● G. MARCONI

18,000 S. The largest flowered and finest double Shasta Daisy strain. Long-stemmed.

Tr. pkt., 60c; ½ oz., \$1.65; ¼ oz., \$3.00.

Double Fringed (Diener's). 24,000 S. A reselected strain producing about 50% good double types that should be propagated by division. Tr. pkt., 60c; ½ oz., \$1.35; ¼ oz., \$4.25.

June Marguerite. 40,000 S. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

Mayfield Giant. 21,000 S. Quite large-flowered; end of June.

● Alaska. 21,000 S. The standard Shasta Daisy. July.

Conqueror. 21,000 S. Giant late white. Late July.

Prices above 3, each: tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

PERENNIALS—Continued

DELPHINIUM

(See page 61)

DIANTHUS

28,000 S. Easily grown from seed and flowers May to July the second season from sowing. Germinates best in soil temperature of 65° to 75°.

Allwoodi Alpinus Mixed. 28,000 S. 8 to 10 in. 1½-inch single flowers in shades of pink. Early June.

Tr. pkt., 35c; ⅓ oz., \$1.00; ¼ oz., \$1.75.

DELTOIDES ERECTA

6 in. May-June flowering. A dwarf rose "Maiden Pink."

A fine substitute for creeping Phlox for rock gardens and borders. Tr. pkt., 35c; ⅓ oz., \$1.00; ¼ oz., \$1.75.

Latifolius Atrococcineus. 38,000 S. Clusters of bright crimson flowers on individual 12- to 15-inch stems. Fine for cutting. May-June. Tr. pkt., 35c; ⅓ oz., \$1.00; ¼ oz., \$1.75; 1 oz., \$5.25.

Loveliness. 15 in. Large, fringed and curled pastel and white flowers. Quite fragrant. *Originator's seed.*

Tr. pkt., 50c; ⅓ oz., \$1.50; ¼ oz., \$4.50.

Winteri. 16,400 S. Large single flowers in a mixture of pure colors. Long blooming period. June-July. Tr. pkt., 60c; ⅓ oz., \$1.50; ½ oz., \$5.00.

PLUMARIUS (Clove Pink).

Cyclops. Rose and pink with crimson ring.

Tr. pkt., 40c; ¼ oz., \$1.10.

Double Mixture (Scoticus Florist Strain). Various shades of pink, rose, and white; some self colors, others with bright crimson zone. 1½-in. flowers on 12-15 in. stems.

Tr. pkt., 35c; ⅓ oz., \$1.00; ¼ oz., \$1.75; 1 oz., \$5.25.

Single Mixture. 20 in. Free flowering, sweet scented, pinks and white. Spreading. Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.45.

BARBATUS (Sweet William). 24 in. Early June flowering. Perfectly hardy, flowering second season from seed. All of the following named varieties are single except where noted.

Holborn Glory. Striking combination of crimson center with white border. Very uniform. 18 inches tall. Clusters 2½ to 3 inches.

● **Newport Salmon** (Pink Beauty). 13 in. A particularly rich pastel salmon-rose shade. Very attractive.

Purple Beauty. 17 in. A rich, deep color.

Scarlet Beauty. 17 in. Well named, intense scarlet-red.

Giant White. 17 in. Ours is an extra large flowered strain.

● **Double Mixture** (New Improved Strain).

Single Mixture.

● **Auricula.** Choice single mixture with very large flowers showing a clearly defined eye.

Prices above 8, each: tr. pkt., 35c; ⅓ oz., 75c; 1 oz., \$2.60.

● **Single Midget Mixed.** Very fine, neat alpine and rock plant. 4 to 6 in. with dense heads of single Sweet William flowers.

Tr. pkt., 60c; ⅓ oz., \$1.50; 1 oz., \$4.75.

Double Midget Crimson. A separate color selected from the popular Double Midget Mixed. True to type.

Tr. pkt., 50c; ⅓ oz., \$1.50; 1 oz., \$4.50.

● **Double Midget Mixed.** 6 to 8 in.

Tr. pkt., 40c; ⅓ oz., 90c; 1 oz., \$3.00.

Annual Dianthus. See page 27.

DICENTRA

Spectabilis (Bleeding Heart). 6000 S. 32 in. Rosy red flowers. Tr. pkt., \$1.50; ⅓ oz., \$2.20; ⅓ oz., \$4.00.

Eximia (Plumy Bleeding Heart). 16,000 S. Dwarf, 12 in. Rose-pink. Tr. pkt., 40c; ⅓ oz., \$1.10.

DICTAMNUS

Fraxinella (Gas Plant). 1700 S. 30 in. Pink with dark veins. Tr. pkt., 30c; ⅓ oz., 55c; 1 oz., \$1.85.

DIANTHUS WINTERI



DIGITALIS

GLOXINOIDES (Foxglove). 180,000 S. 4 ft. Biennial. This is an extra large flowered strain.

Purple	Rose	White	Giant Shirley Mixture
Prices above 4, each: tr. pkt., 25c; ⅓ oz., 60c; 1 oz., \$2.15.			

DORONICUM

Caucasicum, Magnificent. 18,000 S. 2 ft. Large yellow Gerbera-like flowers with long stems. Keep well when cut. Tr. pkt., \$1.00; ⅓ oz., \$2.25.

ECHINOPS

Ritro (Globe Thistle). 688 heads to oz. Metallic blue flower heads 1½ to 2 in. across are borne on 2- to 3-ft. plants. Can be dried for winter bouquets.

Tr. pkt., 40c; ⅓ oz., \$1.10; 1 oz., \$3.25.

Edelweiss. See Leontopodium, page 62.

EREMURUS

Robustus (Foxtail Lily). (New.) 8 ft. Huge 3-ft. spikes of bright rose-pink. Blooms in 3 years from seed. Tr. pkt., \$1.00; ⅓ oz., \$3.50.

EUPHORBIA

Corollata (Wild Baby's Breath). 8700 S. 24 in. Small Gypsophila-like white flowers.

Tr. pkt., 40c; ⅓ oz., \$1.25; ¼ oz., \$2.25.

Myrsinites. 2500 S. Attractive succulent-like silvery green foliage. Each branch produces a brilliant yellow bract of leaves in May. 6-8 in. tall. Tr. pkt., 35c; ⅓ oz., \$1.00.

Polychroma. 7000 S. 15 to 18 in. Bushy plants with bracts of bright yellow changing to rosy bronze.

Tr. pkt., 60c; ⅓ oz., \$1.35.

FEVERFEW

See Matricaria, page 63.

GAILLARDIA

GRANDIFLORA. 9500 S. The following strains, except Goblin, are excellent cut-flower sorts.

● **Dazzler.** The standard fine cutting strain. Golden yellow with maroon center.

● **Monarch Strain.** A superior mixture of large, full-petaled flowers in various red and yellow combinations.

Prices above 2, each: tr. pkt., 30c; ⅓ oz., 55c; 1 oz., \$1.85.

GAILLARDIA CONTINUED ON PAGE 62

Florists' Delphinium

(10,000 seeds per oz.)

If Delphinium seed is sown in January or early February, transplanted in the greenhouse and planted out in early spring, a good cut can be had the following summer.

GIANT PACIFIC STRAINS

Court Series

- **Black Knight.** Deep velvety blue. The darkest of all.
- **Blue Bird.** The clearest of medium blues; white bees.
- **Blue Jay.** A brilliant true medium blue with dark bee.
- **Cameliard.** Lavender and rose with white bee.
- **Galahad.** The finest clear white Delphinium.
- **Guinevere.** Excellent, light pinkish lavender; white bee.
- **King Arthur.** Royal violet with white bee. Exceptional size.
- **Summer Skies.** Light blue with contrasting white bee.
- **6 Best Mix.** Formula mixture of the "6 Best" varieties.
- **Round Table.** Contains all above plus many new colors.

Prices of above:

Originator's Seed (Vetterle & Reinelt). An excellent strain of the Giant Pacifics kept uniform and vigorous by the originator. ½ tr. pkt., \$1.25; tr. pkt., \$2.00; ¼ oz., \$3.00; ½ oz., \$5.50; 1 oz., \$20.00.

Regular Seed. A satisfactory strain one generation removed from originator's seed. Grown by a reliable seed producer. Tr. pkt., \$1.50; ¼ oz., \$2.50; ½ oz., \$4.50; 1 oz., \$15.50.

ASTOLAT

Pale blush shades with several darker tones including a few raspberry-rose. Dark bees. ½ tr. pkt., \$1.25; tr. pkt., \$2.00; ¼ oz., \$3.00; ½ oz., \$5.50; 1 oz., \$20.00.

Giant Pacific Regular Strain

- **Clear White.** A fine clear white, large flowered.
- **Blue Shades.** Mixture of light, medium and dark blue.
- **Lavender Pastel Shades.** Lavender combinations with dark bees.
- **Mixture.** All colors in this fine type.
- **Prices above 4, each:** tr. pkt., \$1.00; ¼ oz., \$2.25; ½ oz., \$4.00; 1 oz., \$13.50.

OTHER VARIETIES

- **Belladonna Imp.** (Cliveden Beauty). A carefully reselected strain of this popular light blue. Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$12.50.
- **Belladonna.** Light blue; field grown seed. Tr. pkt., 35c; ¼ oz., 70c; 1 oz., \$2.35; 4 ozs., \$7.85.
- **Bellamosum Improved.** A reselected strain of this standard deep blue. Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$12.50.
- **Lamartine.** Deep, bright marine-blue with white eye. Tr. pkt., 55c; ¼ oz., \$1.50; 1 oz., \$5.00.
- **Blackmore and Langdon Hybrids.** Shades of blue with contrasting bees. A fine free-flowering hybrid strain. Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$12.50.
- **Sapphire.** Large flowered bright blue with small golden bee. Petals have a brilliant, glossy sheen. Slightly lighter than Bellamosum. Tr. pkt., 75c; ¼ oz., \$2.00; 1 oz., \$6.00.
- **Wrexham or Hollyhock Strain.** Extra large, tapering spikes. Tr. pkt., 55c; ¼ oz., \$1.75; 1 oz., \$6.00.
- **Gold Medal Hybrids.** Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.
- **Cardinale.** 25,000 S. Bright scarlet. Tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.50.
- **Delphinium Chinensis.** See page 27.



Giant Pacific Delphinium
King Arthur Summer Skies

OUR "6 BEST" GIANT PACIFICS

Galahad	Summer Skies	Black Knight
Blue Bird	King Arthur	Guinevere

COLLECTIONS:

Originator's Seed. 1 tr. pkt., each of 6 Best, \$10.80.
Regular Seed. 1 tr. pkt. each of 6 Best, \$8.00.

PERENNIALS—Continued

GAILLARDIA, Continued from page 60

- **Burgundy.** Deep shade of wine-red.
Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.35.
- Portola Hybrids Mixed.** Large maroon-red flowers tipped with yellow. Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.40.
- Goblin.** Forms very attractive compact plants with red and yellow bicolored flowers. Quite free flowering.
Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.35.
- Annual Gaillardia.** See page 28.
- Gas Plant.** See Dictamnus, page 60.

GEUM

7000 S. The following two provide nice cut-flower material and are perfectly winter hardy with some protection.

- Lady Stratheden.** 24 in. Double golden yellow.
- Mrs. Bradshaw.** 24 in. Double glowing red.
- Prices above 2, each: tr. pkt., 30c; ¼ oz., 90c; 1 oz., \$2.70.

GYPSOPHILA

Valuable for outdoor summer cutting and easily and economically grown.

- **Pacifica.** 34,000 S. 42 in. Starry pink flowers in September and October.
Tr. pkt., 30c; ¼ oz., \$1.25; 1 oz., \$3.75.
- Oldhamiana.** 30 in. Feathery light pink flowers with silvery foliage. Blooms first year from an early sowing. October flowering—watch frost dates.
Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.50.

PANICULATA. The regular white hardy Gypsophila. Note that double grafted varieties like Bristol Fairy are not available from seed.

- **Double Snow Flake.** 40 in. An improved double hardy Gypsophila. About 50% are double flowering plants.
Tr. pkt., 40c; ¼ oz., \$1.40; 1 oz., \$4.75.
- Single White.** 40 in. Tr. pkt., 25c; 1 oz., \$1.00; 4 ozs., \$3.00.

REPENS. 6 in. An attractive, hardy rock garden plant.

- Rose.** Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.50.
- Annual Gypsophila.** See page 29.

HELIANTHEMUM

Mutabile (Sun Rose). 15,000 S. 8 to 10 in. Very attractive dwarf evergreen rock plant completely covered with blooms in mixed colors during July and August.
Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.40.

HELLEBORUS

Niger (Christmas Rose). 3600 S. Attractive 2½-in. white flowers; basal foliage. Seed should be frozen before sowing or sown outdoors in fall for best results.
Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80.

Choice Mixed. (Hybrids.)
Tr. pkt., 60c; ¼ oz., \$1.20; 1 oz., \$3.60.

HESPERIS

MATRONALIS (Sweet Rocket). 15,000 S. Sweet-scented flowers on 3-foot plants.

Violet **White**
Prices above 2, each: tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

HEUCHERA

SANGUINEA (Coral Bells). 750,000 S. 24 in.

Splendens. Crimson.
Hybrida Mixed. Shades of red through rose to white.
Prices above 2, each: tr. pkt., 60c; ¼ oz., \$1.75; ½ oz., \$3.25.

HIBISCUS

Mallow Marvels Mixed. 7000 S. 4 ft. Ours is a very showy extra large-flowered strain.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.80.

- **Avalon.** (New.) 5 ft. This is an exceptional mixture of genuine F₂ Hybrids with colors ranging from blush-pink to bright red. The blooming period (early July to late September) is much longer and the flowers larger than the regular Mallow Marvels.
Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

HOLLYHOCK

Imperator Improved. 2700 S. Choice double crested "Tuberous Begonia-Flowered" mixture.

Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

● TRIUMPH

Extra large, fully double flowers in unusual, delicate art shades. Most blooms are attractively fringed. May be handled as an annual—if sown indoors in February and transplanted to the open in spring, all plants will flower nicely the same summer.

Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80.

CHATER'S DOUBLE. 3100 S. The standard double.

Chamois	Scarlet	White
Lilac Beauty	Deep Rose	Black (Deep Maroon)
Newport Pink	Sulphur-Yellow	Mixture

Prices above 9, each: tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00.
Annual Hollyhocks. See page 30.

IBERIS

(Hardy Candytuft)

Gibraltarica. 11,500 S. 12 in. Large flowered lilac.
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

Sempervirens. 12 in. White flowers in late May. Seedlings flower second season. Tr. pkt., 55c; ¼ oz., \$1.35; 1 oz., \$4.75.

Jucunda. 4 in. Pink flowers.
Tr. pkt., 50c; ¼ oz., \$1.50; ½ oz., \$5.40.

INCARVILLEA

Grandiflora Brevipes. 6000 S. Brilliant dark rose flowers.

Delavayi. 24 in. Large, Gloxinia-like, rosy purple flowers.

Prices above 2, each: tr. pkt., 60c; ¼ oz., \$1.20.

IRIS

Dichotoma (Vesper Iris). 7000 S. Assorted colors; fragrant.
Tr. pkt., 30c; ¼ oz., 90c; 1 oz., \$2.70.

Kaempferi. A wide variety of colors with many doubles.
Tr. pkt., 40c; ¼ oz., 75c; 1 oz., \$2.35.

LATHYRUS

LATIFOLIUS (Hardy or Everlasting Sweet Pea). 500 S. Abundant source of short-stemmed flowers. 7 ft.

Pink Beauty	White Pearl	Red	Mixture
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Prices above 4, each: tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$1.90.

LAVANDULA

- **Munstead Strain.** 32,000 S. 12 in. Freely produces large sweet-scented flowers a month earlier than the common Lavender. An improved Vera. Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75.

LEONTOPODIUM

Alpinum (Edelweiss). 275,000 S. Attractive rock garden plant. Small greenish white flowers.
Tr. pkt., 60c; ¼ oz., \$1.10; ½ oz., \$2.00.

LIATRIS (Gayfeather)

Excellent cut flowers with long, decorative, bold spikes. All are easily grown.

- **Pycnostachya**. 9500 S. Extra long-stemmed—3 to 5 ft. with long, 15- to 18-inch flower spikes of rosy purple. Finest cut-flower kind.

Scariosa Purple **Scariosa White**
Above 3, each: tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

- **September Glory**. Tall growing with purple spikes.
Tr. pkt., 60c; ¼ oz., \$2.00; 1 oz., \$6.00.

LILIES

- **White Queen**. 8200 S. This is the largest and finest seed propagated Lily we know of. Produces a plentiful quantity of real quality flowers in 16-18 months from seed. Pure white. ½ tr. pkt., 75c; tr. pkt., \$1.25; ½ oz., \$2.75; ¼ oz., \$5.00.

Candidum (Madonna Lily). Tall pure white.

Tr. pkt., \$1.25; ½ oz., \$2.75; ¼ oz., \$5.25; 1 oz., \$16.50.

Formosanum Giant Flowered. 8200 S. An improved form of Philippine Lily. White flowers.

Tr. pkt., 60c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$13.00.

Henryi. Orange, spotted brown. Seed should be frozen in flats for four weeks at about 30° for best germination.

Tr. pkt., \$1.00; ¼ oz., \$3.00; 1 oz., \$9.00.

Regale (Regal Lily). 6500 S. The large, showy flowers are pure white inside with yellow base; reverse of petals is tinged with pink. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.50; 4 ozs., \$5.00.

Tenuifolium (Coral Lily). Freely produces medium sized flowers of brilliant coral-red. 18 to 20 in. tall. May flowering. Tr. pkt., 60c; ¼ oz., \$1.50; 1 oz., \$4.50.

LINUM

Perenne (Perennial Flax). 8500 S. 2 ft. Attractive blue flowers on slender stems. Tr. pkt., 30c; 1 oz., 90c.

Flavum Compactum. 8 in. Golden yellow flowers with dark green foliage. Ideal for rock gardens. Tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.50.

Collinum. Dwarf growing, bright blue.

Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75.

LOBELIA

Cardinalis (Cardinal Flower). 725,000 S. 36 in. Bright cardinal-red. Tr. pkt., 40c; ½ oz., 90c; ½ oz., \$2.70.

LUNARIA

BIENNIS (Honesty or Money Plant). 1500 S.

White **Mixture**

Prices above 2, each: tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.40.

LUPINE

POLYPHYLLUS (Hardy Lupine). Fine for cutting. Requires a well drained location and thrives best in cool climate.

● RUSSELL STRAIN

1000 S. Long, closely set spikes of extra large florets in rich self colors and unusual bicolours. Developed by a famous English specialist.

RESELECTED STOCK (Originator's packets): 24 seeds, 40c; 65 seeds, 65c; 150 seeds, \$1.25; 350 seeds, \$2.50.

REGULAR SEED:

Tr. pkt., 40c; ¼ oz., 65c; 1 oz., \$2.10; 4 ozs., \$6.50.

MISCELLANEOUS POLYPHYLLUS VARIETIES. 1450 S.

Dark Blue **Rose** **White**
Prices above 3, each: tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00.

- **Harkness Regal Mixture**. The standard fine hybrid mixture. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.10.

LYCHNIS

- **Chalcedonica** (Maltese Cross). 64,000 S. 36 in. Scarlet.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.40.

Rose. 5 in. Brilliant rose, for rock gardens.

Tr. pkt., 50c; ½ oz., \$1.50.

Forrestii. 15 in. Mixture of rose, lilac, white and red. Excellent cut flower and bedding plant.

Tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$2.40.

MATRICARIA

(Feverfew)

CAPENSIS. 145,000 S. 18 in. grown outside; 3 to 5 ft. when grown in greenhouse. Sowings made during January will provide a welcome cut the same summer.

● BALL DOUBLE WHITE IMPROVED

This strain has been carefully reselected for fully double flowers, and our own trials show it to be well over 90% true, double, imbricated blooms. Nearly all of the single and anemone types have been removed.

Tr. pkt., \$1.00; ¼ oz., \$2.00; ½ oz., \$6.00; 1 oz., \$18.00.

Double White, Regular. A regular strain of double and semi-double Matricaria with some showing yellow centers.

Tr. pkt., 40c; ½ oz., \$1.10; ¼ oz., \$2.00; 1 oz., \$6.00.

ALL-DOUBLE DWARF. 8 to 10 in. Uniformly dwarf and compact plants which are a solid mass of ball-shaped flowers slightly over ½-inch across. Very attractive for border work and makes an excellent pot plant.

- **Golden Nuggets**. Rich butter-yellow.

- **Snow Puffs**. Pure white; very effective.

Prices above 2, each: tr. pkt., 35c; ½ oz., 60c; ¼ oz., \$2.00.

Foxglove. See Digitalis, page 60.

MYOSOTIS

(Forget-Me-Not)

- **Blue Bird** (Oblongata). 31,500 S. 12 in. Standard blue for spring greenhouse flowering.

Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.25.

Palustris Semperflorens. 47,500 S. Dwarf blue. 12 in. Flowers from early spring until autumn.

Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.25.

VICTORIA. 42,000 S. A dwarf, compact strain. 6 to 8 in.

Dark Blue **Rose** **White** **Dwarf** **Mixed**

Prices above 4, each: tr. pkt., 40c; ½ oz., 90c; ¼ oz., \$1.65; 1 oz., \$4.90.

ALPESTRIS. Biennial.

Blue Eyes. 42,500 S. Early flowering bright blue with white eye. Tr. pkt., 60c; ¼ oz., \$1.50; 1 oz., \$4.75.

- **Royal Blue** (Indigo Blue). 12 in. Deep rich blue.

Tr. pkt., 40c; ¼ oz., 85c; 1 oz., \$3.00.

Myosotis Ball Early. See page 35.

NEPETA

Mussini (June-flowering Catnip). 52,000 S. 12 in. Neat bushes with light blue flowers; both foliage and flowers are aromatic. Tr. pkt., 30c; ¼ oz., 90c; 1 oz., \$2.70.

OENOTHERA

Youngi (Sundrop). 350,000 S. 18 in. Large yellow blooms.

Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.00.

Missouriensis. 12 in. Large flowered yellow.

Tr. pkt., 30c; ¼ oz., \$1.20.

Painted Daisy. See Pyrethrum, page 64.

PENTSTEMON

AVALON HYBRIDS

15,000 S. 3 ft. Spikes of fine, large flowers in an extremely wide and unusual range of colors. The result of crossing two distinct species.

Tr. pkt., 40c; ½ oz., 80c; ¼ oz., \$1.50.

Annual Pentstemon. See page 37.

PERENNIALS—Continued



PRIMULA DENTICULATA

PEONY

Garden Varieties Mixed. Both double and single types are represented in this assortment of colors. Blooms in 3 years from seed. 100 seeds, \$2.50.

PHLOX

Hardy Phlox should be sown outside in late fall to germinate in spring, or sown and refrigerated for about one month.

Beltsville Beauty. A greatly improved perennial Phlox. Large flowered, and a wide assortment of colors.

Tr. pkt., 85c; 1/4 oz., \$2.50; 1 oz., \$7.50.

Decussata Mixture. 2500 S. 3 ft. Our strain of this popular perennial Phlox contains many large-flowered, brilliantly colored types. Tr. pkt., 40c; 1/4 oz., 80c; 1 oz., \$2.50.

PHYSALIS

Francheti (Chinese Lantern Plant). 18,000 S. Giant orange-scarlet pods. Tr. pkt., 30c; 1/4 oz., 80c; 1 oz., \$2.50.

PLATYCODON

GRANDIFLORUM (Tufted Harebell or Balloon Flower). 28,000 S. 24 in. Very attractive for spring sales.

Blue. A clear, deep violet-blue.

White

Shell Pink.

Prices above 3, each: tr. pkt., 40c; 1/8 oz., 90c; 1/4 oz., \$1.60.

MARIESI

Dwarf Blue. 16 in.

Dwarf White. 16 in.

Prices above 2, each: tr. pkt., 40c; 1/8 oz., 90c; 1/4 oz., \$1.60.

POPPY

ORIENTALE (Oriental Poppy). 140,000 S. Large cup-shaped flowers with crinkled petals. Newly opened flowers when cut in early morning or late evenings will keep in water for 3 to 5 days if ends of stems are well burned within 5 minutes of cutting.

Beauty of Livermere. Dark oxblood-red.

Tr. pkt., 35c; 1/4 oz., \$1.25.

Brilliant. Vivid, fiery red.

Tr. pkt., 35c; 1/8 oz., \$1.00; 1/4 oz., \$1.75.

Princess Victoria Louise. The standard light orange.

Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.75.

Salmon Shades. Huge blossoms in unusual new salmon shades.

Tr. pkt., 40c; 1/8 oz., \$1.10; 1/4 oz., \$1.85.

Mixture. Of all colors.

Tr. pkt., 40c; 1/4 oz., \$1.25; 1 oz., \$4.25.

Annual Poppy. See page 40.

PRIMULA

VERIS. A very useful class for spring pot work. Plants lifted from outdoors in fall will make specimen pot plants from February on.

● **Colossea.** 33,000 S. Extra large flowers (1 1/2 to 2 in.) on long stiff stems. Remarkable range of unusual colors.

Tr. pkt., \$1.25; 1/8 oz., \$3.00; 1/4 oz., \$5.25; 1 oz., \$17.00.

Giant Munstead Strain. The standard strain for bedding; in shades of yellow.

Tr. pkt., \$1.25; 1/8 oz., \$3.00; 1/4 oz., \$5.25; 1 oz., \$17.00.

● **Polyanthus Mixture.** (Unwin's strain.) 12 in.

Tr. pkt., \$1.00; 1/8 oz., \$2.25; 1/4 oz., \$4.25; 1 oz., \$12.50.

● **Giant Monarch Strain.** A fine large-flowered mixture.

Tr. pkt., \$1.25; 1/8 oz., \$3.00; 1/4 oz., \$5.25; 1 oz., \$17.00.

MISCELLANEOUS HARDY PRIMULAS

Giant Crimson

Giant Yellow

Giant White

Prices above 3, each: tr. pkt., 80c; 1/16 oz., \$1.85; 1/8 oz., \$3.25.

Blue Flowered. Tr. pkt., \$1.00; 1/32 oz., \$2.75; 1/16 oz., \$5.25.

● DENTICULATA

Large heads of flowers. Colors vary from white to deep rosy lilac. See photo at left.

Tr. pkt., \$1.00; 1/16 oz., \$2.40; 1/4 oz., \$9.00.

Cashmeriana. Bell-shaped heads of rich purple flowers with yellow centers. Tr. pkt., \$1.00; 1/16 oz., \$2.40; 1/4 oz., \$9.00.

Vulgaris (True Yellow English Primrose). 19,000 S. 6 in.

Tr. pkt., 60c; 1/4 oz., \$1.75; 1 oz., \$6.50.

Japonica. Crimson, rose and pink flowers borne in whorls on 6- to 9-in. stems. Tr. pkt., 40c; 1/8 oz., \$1.00.

Annual Primulas. See page 40.

PYRETHRUM

ROSEUM (Painted Daisy). 18,000 S. The standard hardy cut-flower class. Will make an excellent showing with a minimum of care.

● **James Kelway.** Best deep crimson.

Tr. pkt., 60c; 1/4 oz., \$1.50; 1 oz., \$4.75.

Robinson's Dark Crimson. Giant flowered, dark red.

Rose. Single pink flowers. **White.** (New.)

● **Robinson's Mixture.** Large single mixture.

Prices above 5, each: tr. pkt., 60c; 1/4 oz., \$1.50; 1 oz., \$4.75.

Double Pink Double Red Double White Double Yellow

Double Pyrethrum seed does not produce 100% double flowers—the percentage is better the second season.

Tr. pkt., 50c; 1/16 oz., \$1.50; 1/4 oz., \$4.50.

● **Double Mixture.** The percentage of large flowers, with double row of petals, exceeds that of any other strain. Note, however, that 2 years' growth is required to produce the finest flowers in any double Pyrethrum.

Tr. pkt., 60c; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1 oz., \$8.25.

RUDBECKIA

Purpurea (Echinacea). 7000 S. 4 ft. Reddish purple flowers.

Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.50.

SALVIA

Patens. 3800 S. 30 in. Navy blue hardy Salvia.

Tr. pkt., 75c; 1/4 oz., \$2.00; 1 oz., \$6.00.

SAPONARIA

Ocymoides 5500 S. 12 in. Trailing rock plant; rose-pink flowers. Tr. pkt., 30c; 1/4 oz., 75c; 1 oz., \$2.25.

SCABIOSA

Excellent large-flowered perennial cut-flower material. Seed germination sometimes slow.

CAUCASICA. 2400 S. 30 in. Flower heads up to 3 in. across.

Goldingensis. Large flowered, fine deep lavender.

Tr. pkt., 60c; 1/4 oz., \$1.75; 1 oz., \$5.25.

Perfecta. Medium flowered form of this lilac-lavender strain.

Tr. pkt., 35c; 1/4 oz., 80c; 1 oz., \$2.60.

● **House Hybrids.** Large flowers ranging from white to deep blue.

Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.75.

SEDUM

Golden Carpet (Acre). 3 in. A very nice extra dwarf Evergreen. Small, light yellow flowers produced in June. Very strong, hardy grower. Tr. pkt. (3000 seeds or more), 50c.

Rock Garden Blend. Many species with various colors and forms make up this interesting mixture. Tr. pkt. (3000 seeds or more), 50c.

STATICE

Perennial Statice are very hardy, make good cut-flower material and can be dried and dyed.

Caspia. 170,000 S. 30 in. Seedlings flower second season. Lilac. Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.75.

● **Dumosa.** 19,000 S. 18 in. Dense clumps of silvery gray flowers. Tr. pkt., 40c; ¼ oz., \$1.00; 1 oz., \$3.00.

● **Latifolia** (Sea Lavender). 40,000 S. 30 in. Standard blue perennial Statice. Tr. pkt., 30c; ¼ oz., 65c; 1 oz., \$2.00.

Perezi. 14,000 S. Flowers in large lavender heads first year from seed. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.25.

Annual Statice. See page 50.

STOCK, Brompton or Winter

Early Harbinger. Mixed colors.

Tr. pkt., 50c; ¼ oz., \$2.00; 1 oz., \$6.00.

STOKESIA

Cyanea (Stokes' Aster). 3300 S. 16 in. Large blue flowers. Tr. pkt., 35c; ¼ oz., \$1.00.

THALICTRUM

Dipterocarpum (Meadow Rue). 12,000 S. 3 to 4 ft. Rosy purple clusters of flowers in early June.

Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.35.

THERMOPSIS

Caroliniana. 6500 S. 3 to 5 ft. Long panicles of yellow pea-shaped flowers. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.35.

TRITOMA

(Red Hot Poker)

20,000 S. Attractive long spikes from late summer until frost. 3 to 4 ft.

● **Pfitzer's Red.** Large brilliant red.

Mirabilis. Yellow and orange shades.

Prices above 2, each: tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.



**PYRETHRUM,
DOUBLE MIX**

TROLLIUS

8000 S. Allow seed to stand outdoors over winter for good germination or soak in hot water 30 minutes before sowing. Plants require moist soil.

Ledebouri, Orange (Globe Flower). The standard variety. 2 ft. tall. Tr. pkt., 60c; ¼ oz., \$1.25; ½ oz., \$2.25.

Hybrids Mixed. Beautiful variations in both form and shades. Tr. pkt., 40c; ¼ oz., \$1.50; ½ oz., \$2.70.

VERONICA

Spicata, Dwarf Blue Shades (Speedwell). 250,000 S. Showy, easily grown plants; brightly colored.

Tr. pkt., 35c; ¼ oz., 90c; 1 oz., \$2.70.

VIOLA

CORNUTA. 24,000 S. Miniature Pansies. Extra free-flowering and effectively used for bedding. Perfectly hardy.

Apricot. Prefer Chantreyland.

Tr. pkt., 55c; ¼ oz., \$1.15; ½ oz., \$2.10; 1 oz., \$6.50.

Arkwright Ruby. Maroon with dark center. Bright color. Tr. pkt., 60c; ¼ oz., \$1.60; ½ oz., \$2.90; 1 oz., \$9.00.

● **Blue Perfection.** Large flowered clear medium blue. Tr. pkt., 60c; ¼ oz., \$1.20; ½ oz., \$2.25; 1 oz., \$6.50.

● **Chantreyland.** Extra large flowered true apricot. Tr. pkt., 60c; ¼ oz., \$1.15; ½ oz., \$2.20; 1 oz., \$6.50.

Firmament. Free blooming, clear sky-blue. Tr. pkt., 60c; ¼ oz., \$1.15; ½ oz., \$2.20.

Jersey Gem. Deep orchid; large flowered and attractive. Tr. pkt., 60c; ¼ oz., \$1.15; ½ oz., \$2.25.

● **Lutea Splendens.** Clear golden yellow. Tr. pkt., 60c; ¼ oz., \$1.60; 1 oz., \$5.25.

Papilio. Blue and white combinations. Extra dwarf and free-flowering. Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$4.25.

Puck. Yellow and purple. Tr. pkt., 40c; ¼ oz., \$1.35; 1 oz., \$4.25.

● **White Perfection.** Small pure white. Tr. pkt., 40c; ¼ oz., \$1.35; 1 oz., \$4.25.

Scottish Mixed. Mostly solid colors in shades of white, yellow, blue and purple. Larger blooms than our regular Large Flowered Mixture.

Tr. pkt., 40c; ¼ oz., \$1.15; ½ oz., \$3.35; 1 oz., \$10.00.

● **Large-Flowered Mixture.** Mixture of large-flowered varieties. Tr. pkt., 40c; ¼ oz., \$1.35; 1 oz., \$4.25.

"JUMP-UPS"

43,000 S. These small, but free flowering Violas make excellent bedding and rock garden plants, blooming continuously from early spring to late fall.

Black Imp (Nigra). Small, velvety, coal-black flowers.

● **Blue Elf** (Improved Johnny-Jump-Up). Three-colored blooms of deep violet, light blue and gold are freely produced on low-growing plants.

● **Helen Mount.** A richly colored combination of violet, lavender and canary-yellow. Very free flowering with narrow bushy foliage.

King Henry. Rich violet-blue with lavender center; yellow eye.

Prices above 4, each.

Tr. pkt., 60c; ¼ oz., \$1.35; ½ oz., \$2.50; 1 oz., \$7.50.

ODORATA. 9000 S. The popular fragrant "English Violet."

Semperflorens. Deep blue. Tr. pkt., 40c; ¼ oz., \$1.40.

YUCCA

Hardy Varieties Mixed. 1800 S. Striking plants of exotic appearance. Many varieties are included in this blend.

Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

Vegetable Seeds for Florists

Our vegetable seeds are of the same superior quality as our flower seeds. Don't miss out on the increased sale of vegetables this spring. With home building and the sale of home freezers at a national all-time peak, the demand for vegetables for "back-yard" planting should reach a comparable all-time high level. **BE READY!**

(●) For easy reference, we've marked the best vegetable varieties for greenhouse forcing with a dot. All are thoroughly tested.



Band-grown vegetables mean earlier crops. Use the banded plant cut as your guide to suitable varieties for growing in Plant Bands.

BEANS

	4 ozs.	1 lb.	10 lbs.
Bountiful. 47 days. Green bush	\$0.20	\$0.50	\$4.50
Golden Wax. 51 days. Yellow bush20	.50	4.50
Stringless Green Pod. 53 days20	.50	4.50
Top-Crop. 48 days. New, green pencil pod20	.50	4.50
Burpee's Bush Imp. Lima. 75 days20	.50	4.50

BEETS

(1 oz., for 60-foot row.) Sow when ground can be worked and make successive sowings until July. Space rows 18 inches. Broadcast seeds in Ball Bands for plant sale.

	1 oz.	4 ozs.	1 lb.
Detroit Dark Red. (Improved Strain) ..	\$0.15	\$0.50	\$1.50
Early Wonder Tall Top. Valuable for BEET GREENS as well as globular roots	.15	.50	1.50
Extra Early Flat Egyptian. Earliest and best for forcing or home gardens15	.50	1.50

BROCCOLI



(About 10,000 seeds per oz.) Sow in March. Space plants 36x24".

	1 oz.	4 ozs.	1 lb.
Green Sprouting. Valuable all-season "cut and come again" strain for home garden or market	\$0.40	\$1.35	\$4.00
De Cicco. 60 days. Earliest to mature60	2.00	6.00

BRUSSELS SPROUTS



(About 7000 seeds per oz.) Sow in March. Space 36x18".

	1 oz.	4 ozs.	1 lb.
Long Island Imp. 90 days. Stem, closely set with 1½ in. round cabbage-like heads. 20" tall, good keeper	\$0.45	\$1.50	\$4.50

CABBAGE

(Danish Grown)



(About 7000 seeds per oz.) Sow in Feb.-March for the first crop and in June for a fall crop. Space earlies 24x18", late 36x20". Days indicated are from the date the plants are set out. Handling cabbage plants in plant bands will prevent premature heading.

YELLOWS RESISTANT VARIETIES

In order of maturity.

	1 oz.	4 ozs.	1 lb.
Jersey Queen. 63 days. The resistant Jersey Wakefield. Heads are solid, conical	\$0.60	\$2.00	\$6.00
Golden Acre Resistant. 65 days. Resistant Golden Acre type. Medium small, round heads75	2.50	7.50

CABBAGE—Continued

	1 oz.	4 ozs.	1 lb.
Marion Market. Heads a little later and larger than Copenhagen Market	\$0.60	\$2.00	\$6.00
Racine Market. 65 days. Large round heads of blue-green color. Slow-bolting ..	.90	3.00	9.00
Wisconsin All-Season. Good winter keeper; large, flat, hard heads90	3.00	9.00
Bugner. 100 days. Round heads; average 10 lbs. 8 inches diameter. Excellent90	3.00	9.00
Wisconsin No. 8. Resistant Hollander ..	.60	2.00	6.00

STANDARD VARIETIES

In order of maturity.

	1 oz.	4 ozs.	1 lb.
Early Jersey Wakefield. Pointed heads. Plants small, allowing close planting45	1.50	4.50
Golden Acre. Extra early. Round heads, short stem, 64 days. Uniform, firm; matures evenly60	2.00	6.00
Copenhagen Market. A very choice strain. Medium-sized heads; compact60	2.00	6.00
Charleston. (Large Wakefield.) Heart-shaped, average weight 4-5 lbs.45	1.50	4.50
Early Dwarf Flat Dutch. Heads nearly round, firm; fine flavor and high quality..	.45	1.50	4.50
All Season. Best in hot, dry weather45	1.50	4.50
Late Flat Dutch. Good keeper, firm heads	.60	2.00	6.00
Danish Ballhead. Penn State Strain (Short Stem.) Best late variety, heads large, flat, solid; keeps until late spring. 105 days75	2.50	7.50

SAVOY and RED CABBAGE

	1 oz.	4 ozs.	1 lb.
Chieftain. 85 days. Heads medium large; flat and firm. Crimped leaves60	2.00	6.00
Mammoth Rock Red. Best red variety..	.60	2.00	6.00

CARROT

(1 oz. for 300-ft. row.) Sow as early as the ground can be worked and make successive plantings until Aug. 1st. Space rows 12 to 18".

	1 oz.	4 ozs.	1 lb.
● Amsterdam Forcing. Roots reddish orange, 6 in., uniformly tapered. Best for forcing. About 2 weeks earlier than other varieties	\$0.35	\$1.20	\$3.60
Danvers Half Long. Tapering30	.90	2.70
Morse's Bunching. (All-America Award)	.30	.90	2.70

The dot (●) indicates best vegetable varieties for greenhouse forcing.

Vegetable Seeds for Florists (Continued)

CORN

	4 ozs.	1 lb.	10 lbs.
Golden Bantam. 79 days	\$0.15	\$0.45	\$4.00
Golden Cross. X¹HYBRID 85 days ..	.20	.60	5.50
● Foremost Hybrid No. 1. X¹HYBRID (New). 67 days. Unusually high yield of 8-inch ears on 5-ft. plants. Golden yellow	.35	1.00	9.00

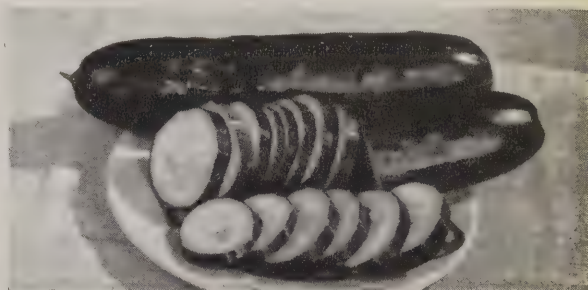
CUCUMBER

(About 1000 seeds per oz.). 1 oz. for 80 hills or 200-ft. row. Distance between rows 3 to 6 ft.

● BALL EARLY HYBRID

X¹HYBRID New, heavy yielder. Size similar to "Straight 8", color dark green. It is a white spined, slicing type, earlier than Burpee Hybrid and has some resistance to downy mildew and mosaic.

Tr. pkt., 50c; ¼ oz., \$1.40; 1 oz., \$4.20; 4 ozs., \$12.50.



CAULIFLOWER, EARLY SNOWBALL "A"

CAULIFLOWER



(About 7000 seeds per oz.) We offer only genuine **Danish grown seed**, recognized as the world's finest. Sow in February or March for plant sale. To insure unchecked growth and sure heading, plants should be handled in plant bands or pots. Space 18x24 in. Days indicated are from date plants are set out.

Danish Giant Dry Weather. Select. 70 days.

● **Early Snowball "A."** 55 days. Standard early. Fine for greenhouse forcing, frame or outdoor culture. See cut above.

Snowball "X." 65 days. Well adapted for use under a wide range of conditions. Heads large, firm and pure white.

Snowdrift. 65 days. Larger than Snowball; firm and well protected by inner leaves. Good for distant shipping.

Prices of above 4, each: tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.40; 4 ozs., \$8.00; 1 lb., \$24.00.

CELERY



(About 8000 plants per oz.) Sow in Feb. or March for plant sales. Cover seeds lightly. Space 6x28". Days indicated are from date of planting.

Golden Plume. Non-bolting. Select. 85 days. Desirable for home and market garden.

½ oz., 65c; 1 oz., \$1.20; 4 ozs., \$4.00; 1 lb., \$12.00.

Golden Yellow Self-Blanching. Dwarf. Standard market sort.

½ oz., 50c; 1 oz., 90c; 4 ozs., \$3.00; 1 lb., \$9.00.

Summer Pascal. 110 days. Uniform, thick, rounded stalks. Better than Giant Pascal.

½ oz., 55c; 1 oz., \$1.00; 4 ozs., \$3.35; 1 lb., \$10.00.

CHIVES



(Grass-Onion). A perennial, quickly started from seed. Popular for flavoring and borders.

¼ oz., 30c; 1 oz., 90c; 4 ozs., \$3.00; 1 lb., \$9.00.



LETTUCE, BIBB FORCING

Vegetable Seeds for Florists (Continued)



EGGPLANT

(About 6000 seeds per oz.). Sow in February or March for plant sales. Space plants 18x24 in.

● BEAUTY HYBRID

Hybrid Our trial ground proved this new Ball Hybrid to be considerably earlier and more productive than the regular Black Beauty. Fruits are a little more oblong and are produced on strong, erect plants.

1/8 oz., \$1.45; 1/4 oz., \$2.60; 1/2 oz., \$4.30; 1 oz., \$7.80.

1 oz. 4 ozs. 1 lb.

Black Beauty. Popular market variety. Dark purple. Broad, egg-shaped \$0.60 \$2.00 \$6.00
Fort Myers Market. Oval fruits carried well above ground. Quite resistant to disease and excessive heat. 1/2 oz., 45c .80 2.70 8.00
New Hampshire Early. Medium sized, oval fruits bred for northern climate. Profuse .85 2.85 8.50

ENDIVE

(1 oz. for 100-ft. row.) Sow in April or June-July for fall crop which may be kept for several months if taken up with soil before killing frost, packed closely and stored in basement.

1 oz. 4 ozs. 1 lb.

Full Heart Batavian (Escarolle) \$0.30 \$0.90 \$2.70

HERBS

Sell an Herb Garden!



An assortment of Herbs, ready for sale in Ball PlanTrays as shown in the picture below, make an ideal merchandising package. Or for the customer who wants to have more of one kind, have flats of 12 or 25 plants of one kind ready. More and more frequently home garden and housekeeping magazines are stressing the use of herbs in cookery. Take advantage of this free publicity and let your customers know you are ready to fill their needs. Leaflets describing each variety with collection offers.

Anise Basil Borage Coriander Dill

Sweet Fennel Savory Chervil

Prices above 8, each: tr. pkt., 15c; 1 oz., 60c.

Sweet Marjoram Sage

Prices above 2, each: tr. pkt., 15c; 1/2 oz., 60c.

Thyme Rosemary

Prices above 2, each: tr. pkt., 15c; 1/4 oz., 60c.

COLLECTIONS

Tr. pkt., each of above 12 Herbs, \$1.20
 60c pkt., each of above 12 Herbs (approximately the same number of seeds of each variety), 6.00



PEPPER, YOLO WONDER

KALE

Danish Grown

1 oz. 4 ozs. 1 lb.

(About 7000 seeds per oz.)

Dwarf Green Curled. Very hardy \$0.30 \$1.00 \$3.00

KOHLRABI

(About 7000 seeds per oz.)

● **Early White Vienna.** Standard sort for forcing and home garden. Globe-shaped .30 1.00 3.00

LEEK



(About 9000 seeds per oz.) More delicately flavored than the mildest Onion. Has a decided sweet flavor. Cooked and served like Asparagus. Grow for plant sale like Onions. Stores well; extremely hardy.

1 oz. 4 ozs. 1 lb.

Elephant. 150 days. 8-in. stems. Best strain of this fine "Asparagus Onion" ... \$0.45 \$1.50 \$4.50

LETTUCE



(15,000 seeds per oz. 1/4 oz. for 100-ft. row.) There is a premium on Lettuce PLANTS. They are readily transplanted in plant bands and heading varieties will make large solid heads, if set out early, even before late frost is over. Sow March 15 or 4 weeks before setting out plants. Space 14x18 in.

FORCING VARIETIES

Approximate growing time 60-90 days. Temperature 50°. Transplant. Sow any time.

1 oz. 4 ozs. 1 lb.

● **Grand Rapids Forcing.** Mildew-resistant. The standard LOOSE-LEAVED variety for greenhouse forcing. Tender and sweet. Best early \$0.25 \$0.80 \$2.40

● **Bibb Forcing.** Butterhead type of finest flavor and well adapted to greenhouse culture. Demands even temperature, more so than Grand Rapids30 1.00 3.00

STANDARD VARIETIES

Big Boston. BUTTERHEAD TYPE; used for spring and fall hotbed and cold frame .30 1.00 3.00

Great Lakes. New outstanding HEAD Lettuce; slow to bolt. "All-America" winner .50 1.70 5.10

Imperial No. 44. Sure HEADING Iceberg type. Recommended for plant sales .50 1.60 4.80

Vegetable Seeds for Florists (Continued)


LETTUCE Continued

	1 oz.	4 ozs.	1 lb.
New York No. 12. Early sure HEADING Iceberg type. Does well in midsummer ...	\$0.50	\$1.60	\$4.80
Salad Bowl (New). LOOSE-LEAVED. All-America Gold Medal winner, 1952. Early (45 days), stands summer heat exceptionally well; slower to bolt than most other varieties. An improvement over Oak Leaf60	2.00	6.00

MELONS

MUSKMELON

(1000 seeds per oz.)

 Golden Delight. A.A.S. Large, early. Hard shell, small seed cavity35	1.20	3.50
Honey Rock. 85 days. Flesh orange, sweet, and of finest flavor. Good shipper..	.35	1.20	3.50
Pride of Wisconsin. 90 days. Thick, orange-fleshed, popular35	1.20	3.50

WATERMELON


New Hampshire Midget. Early35	1.20	3.50
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MUSHROOM SPAWN


Dried & Crumbled. The same as "Bottle Spawn" but in ready-to-use form. ½ lb. will spawn about 35 sq. ft. Insect repellent, uniform quality. Leaflet sent with order.
½ lb., \$1.50; 1 lb., \$2.85; 5 lbs., \$13.75.

ONION

(About 9000 seeds per oz.)

	1 oz.	4 ozs.	1 lb.
 Prizetaker (Valencia). Yellow, good keeper, flesh mild. ½ oz., 40c	\$0.70	\$2.30	\$6.90
Riverside—Utah Strain. (Yellow Sweet Spanish.) Globe-shaped, keeping extra well for soft type. Midseason. ½ oz., 40c70	2.30	6.90
Yellow Globe Danvers. Firm and hard; excellent keeper. ½ oz., 40c70	2.30	6.90
Yellow Bermuda (White Bermuda). Standard early. Flat, straw colored. ½ oz., 40c70	2.30	6.90

PARSLEY

 (¼ oz. per 100-ft. row.) Roots are transplanted from outside to 4-in. pots or ground bed in cool house, or sow directly, 8x8 in.

	1 oz.	4 ozs.	1 lb.
● Extra Triple Curled. 75 days. Closely curled, very compact and productive ...	\$0.20	\$0.65	\$2.00
● Paramount. 90 days. The most dwarf and curled Parsley. Uniform dark green ..	.30	1.00	3.00

PARSNIP

(1½ ozs. per 100-ft. row). Sow early, space rows 18 in. Roots hardy.

	1 oz.	4 ozs.	1 lb.
Short, Thick. 100 days. Finest and earliest strain. Pulls easily, sweet delicate flavor	\$0.15	\$0.50	\$1.50

PEAS

	4 ozs.	1 lb.	10 lbs.
Alderman. 74 days. Tall	\$0.15	\$0.45	\$4.00
Thos. Laxton. 62 days. Medium15	.45	4.00
Little Marvel. 64 days. Dwarf15	.45	4.00

The dot (●) indicates best vegetable varieties for greenhouse forcing.

PEPPER



(About 3000 seeds per oz.). Sow 6 weeks before outdoor planting. Germinate seeds warm. Space plants 16x24 in. Days indicated are from date plants are set out.

	1 oz.	4 ozs.	1 lb.
California Wonder Select. (Sweet.) 72 days. Standard of excellence in Sweet Peppers. Extra thick walls. ½ oz., 40c ...	\$0.75	\$2.70	\$7.50
Chinese Giant. (Sweet.) 80 days. The largest Sweet Pepper. ½ oz., 60c	1.00	3.35	10.00
Golden Wonder. Golden fleshed California Wonder type. ½ oz., 60c	1.00	3.35	10.00
Harris' Early Giant. See Vinedale.			
Hungarian Yellow Wax. (Hot.) Tapering, 6½ in. long. Very early. Plants small, productive. ½ oz., 40c75	2.50	7.50
Large Bell. (Hot.) 65 days. Ribs pungent, otherwise mild. ½ oz., 40c70	2.40	7.00
Large Cherry. (Hot.) ½ oz., 40c70	2.40	
Long Red Cayenne. (Hot.) 70 days. For pickles, canning or drying. ½ oz., 35c60	2.00	6.00
Merrimack Wonder. (Mild.) Thick flesh. Recommended where growing season is short. ½ oz., 50c95	3.35	9.50
Oakview Wonder. (Sweet.) 65 days. (Early California Wonder.) ½ oz., 50c90	3.00	9.00
Pimento (Perfection). (Sweet.) 72 days. Fruits smooth, conical. ½ oz., 45c75	2.50	7.50
Red Chili. Numerous 2-2½ in. long fruits. Borne upright. Very pungent. ½ oz., 40c ..	.75	2.50	7.50
Romanian. (Sweet.) Yellow. ½ oz., 60c ..	1.00	3.35	
Ruby King (Sweet). 68 days. Very productive. ½ oz., 35c65	2.20	6.50
Sunnybrook. (Sweet.) Tomato-shaped fruits. Turns scarlet-red earlier than most other Peppers. 70 days. ½ oz., 40c75	3.00	7.50
Sweet Banana. Early. Tapering, 6½ in. long. ½ oz., 60c	1.00	3.35	10.00
Sweet Bull Nose (Sweet Mountain). Mild-fleshed. 65 days. ½ oz., 35c65	2.20	6.50
World Beater. (Sweet.) 70 days. Large, oblong, green, thick flesh. ½ oz., 35c60	2.00	6.00
Vinedale. (Sweet). All-America winner, 1952. Improves thickness, size, and smoothness of Harris' Early Giant. Best for northern climates. ½ oz., 50c95	3.35	9.50
● YOLO Wonder. (Sweet.) See opposite page. 70 days. Mosaic resistant. ½ oz., 50c ..	.90	3.00	9.00

PUMPKIN

Small Sugar Pie. Early orange20	.70	2.10
Large Yellow or Connecticut Field20	.70	2.10

RADISH

(1 oz. for 100-ft. row.)

Cherry Belle. 23 days. Highest quality for under glass or outdoors. Round, red and very crisp20	.50	1.50
● Early Scarlet Globe (Short Top). Our strain of this very early forcing variety is a superior one. 23 days. An ideal florists' "catch crop"20	.45	1.35
● Icicle. 27 days. Best white for outdoors and forcing20	.45	1.35

SPINACH

(1 oz. for 100-ft. row)

Giant Thick-Leaved (Nobel). 45 days ..	.15	.40	1.20
● New Zealand (Tetragonia). Picked thruout the summer. Suitable for greenhouse forcing in 50-60° temperature15	.40	1.20

Vegetable Seeds for Florists (Continued)

SQUASH

(About 380 seeds per oz.)

	1 oz.	4 ozs.	1 lb.
Butternut. 100 days. Winter Squash . . .	\$0.40	\$1.25	\$3.75
Early Prolific Straightneck. 50 days, Summer Squash. Edible when 4 to 14 in. . .	.30	1.00	3.00
Hubbard. Blue winter Squash30	1.00	3.00
Uconn. Bush type Acorn Squash30	1.00	3.00

SWISS CHARD

(1 oz. for 100-ft. row.)

- **Lucullus.** Deep green crumpled leaves. For forcing sow directly or transplant field-grown roots. Cool house temperature. Pick leaves

.15 .50 1.50

TOMATOES

- (About 7000 seeds per oz.) We offer only the highest quality Tomato seed from specialist growers. Sow seed 6 to 8 weeks before time to plant out. Days indicated are from date plants are set out.



Our Extra Select Master Marglobe

SPECIAL FORCING VARIETIES

- **Ball Extra Early.** **HYBRID** (See next page.) Highest quality fruit, yield and earliness. Tr. pkt., \$1.00; ¼ oz., \$2.25; ½ oz., \$7.50; 1 oz., \$25.00.
- **Ball Giant Hybrid.** **HYBRID** Early, red, 7½-ounce fruits. The addition to our **F₁ Hybrid Tomatoes** we have been looking for. An excellent producer of fine, solid red fruits. It is about two weeks later than our Ball Extra Early, above. Tr. pkt., \$1.40; ¼ oz., \$3.20; ½ oz., \$10.65; 1 oz., \$32.00.
- **Waltham Forcing.** The ideal forcing Tomato. Even sized, 4-oz. scarlet fruits, firm, good shippers, do not crack. Plants take little room; may be grown in old buckets. Flowers self-pollinating. Early and heavy yielder. This variety also fine for outdoor trellis. Tr. pkt., 50c; ¼ oz., \$1.00; ½ oz., \$3.00.
- **Michigan State Forcing.** Wilt resistant. Distinct greenhouse Tomato developed at Michigan State College. Rich, deep scarlet fruits, average 5-6 ozs., globular, in large clusters. Highly self-pollinating but responds well to daily tapping of flower clusters. Tr. pkt., 25c; ¼ oz., 50c; ½ oz., \$1.50.

Globe "A." WILT-RESISTANT. Pink fruits a little larger than regular Globe. Developed by Ohio State Experiment Station. Ships well. Tr. pkt., 50c; ¼ oz., \$1.00; ½ oz., \$3.00.

Marhio or Marvelous. Pink fruit, wilt resistant and almost free from cracks. Vigorous grower requiring high temperature and particularly fine for fall forcing. Extra select stock. Tr. pkt., 50c; ¼ oz., \$1.00; ½ oz., \$3.00.

STANDARD VARIETIES

	1 oz.	4 ozs.	1 lb.
Bonny Best. Unexcelled for all purposes. Smooth and firm. 73 days	\$0.60	\$2.00	\$5.90
Break O' Day. Early WILT-RESISTANT, globe shaped. Heavy producer, flesh firm. . .	.80	2.70	8.00
Chalk's Early Jewel. 75 days. Heavy producer, scarlet-red, smooth and firm.70	2.35	7.00
Crimson Cushion or Beefsteak. Large, flat, bright scarlet; solid, very prolific. . .	1.00	3.30	9.90
Dwarf Champion. Treelike. Requires no support; medium size, solid pink fruit. . .	.80	2.70	8.00
Dwarf Stone. 81 days. Strictly dwarf, tree-like, fruits bright red, smooth and solid. .	.80	2.70	8.00
Earliana. Medium size, deep scarlet, firm and smooth. 64 days. Fine early variety . .	.90	3.00	9.00

	1 oz.	4 ozs.	1 lb.
Early Detroit. Valuable for shipping. Pink, medium large, smooth fruit. 78 days	\$0.80	\$2.70	\$8.00
Firesteel. 70 days. Deep red, sure setting. Best under drought conditions70	2.35	7.00
Giant Tree or Potato Leaved. 90 days. Extra large pink fruits often weighing 1 lb. or more. Tr. pkt., 50c; ¼ oz., \$1.20	3.60	12.00	36.00
Globe. (Livingston's.) Heavy producer. Large purplish pink fruit; smooth and solid70	2.35	7.00
Golden Queen. 83 days. Large yellow fruit; firm and smooth, mild flavor80	2.70	8.00
Greater Baltimore. Midseason. Earlier than Stone, heavy producer, deep scarlet . .	.50	1.70	5.00
Grothen's Globe. 68 days. Medium large, globular, bright red fruit. Wilt resistant .	.90	3.00	9.00
Gulf State Market. Very fine second early, crimson, medium size, very solid80	2.20	8.00
Italian Canner. See Red Top.			
● John Baer, Certified. Standard all-purpose variety, second early, medium size, red. .	1.00	3.25	10.00
June Pink. Earliest pink, early shipper. .	.80	2.70	8.00
Jubilee. Orange; NON-ACID. All-America bronze medal winner. ½ oz., 50c.90	3.00	9.00
● Master Marglobe, Certified. Valuable for shipping and HIGHLY RESISTANT. 75 days. Extra select stock. ½ oz., 55c. . . .	1.00	3.25	10.00
Marglobe. Regular stock60	2.00	6.00
Oxheart. 90 days. Extra large, heart-shaped, few seeds, mild flavor. NON-ACID. ½ oz., 60c.	1.10	3.70	11.00

TOMATOES, Continued

	1 oz.	4 ozs.	1 lb.
Pan American. 75 days. U.S.D.A. introduction. Extremely wilt resistant. Scarlet.	\$0.80	\$2.70	\$8.00
Penn State Earliana. Extra early, red, large, smooth, mild and solid95	3.20	9.50
Ponderosa. Extremely large; purplish pink, few seeds, mild flavor. 85 days.90	3.00	9.00
Pritchard (Scarlet Topper). Fine all-around variety, heavy yielder; second early; WILT-RESISTANT.75	2.50	7.50
Queens. Early, solid and prolific. Red	1.00	3.35	10.00
Red Top. Improved Italian Canner. Cylindrical, 3 x 1 1/4 inches. 1/4 oz., 35c	1.10	3.70	
Rutgers, Certified. Red, smooth, thick walls—firm and mild. Does well even at a low fertility level. Favorite in sandy soil.75	2.50	7.50
Sioux. 70 days. Red fruit90	3.00	9.00

STOKESCROSS NO. 5

(New). This is an F₂ strain grown from F₁ seed. It maintains most of the vigor and productiveness of genuine F₁ Hybrid seed at a substantially lower price.
Tr. pkt., 75c; 1/4 oz., \$1.25; 1 oz., \$3.50; 4 ozs., \$12.00.

	1 oz.	4 ozs.	1 lb.
Stokesdale, Certified. 75 days. Red, globular; fine canning variety	\$0.85	\$2.80	\$8.50
Stone. 85 days. Valuable for market and canning; heavy producer; deep scarlet65	2.20	6.50
Valiant. 70 days. Globe shaped large, smooth red fruits90	3.00	9.00
Victor. 65 days. Extra early. Scarlet. Determinate vine, takes little room.80	2.70	8.00
Wisconsin No. 55. Red, early, and fine shipper. Large fruits with no shoulder cracks90	3.00	9.00
Red Cherry } Small fruited, for pickles, salads or preserves	1 oz.	4 ozs.	
Yellow Plum }	\$0.75	\$2.50	
Yellow Pear }	1/4 oz.,	25c	
Yellow Husk or Ground Cherry			

TINY TIM

1300 S. A novel miniature Tomato that can be raised as a colorful, small pot plant in the home. Ideal appeal to the housewife as she can add a touch of color to her winter-time menus and have a plant at the same time.
1/16 oz., 30c; 1/4 oz., 90c; 1 oz., \$2.70.

TURNIP

	1 oz.	4 ozs.	1 lb.
Purple-Top, White Globe	\$0.15	\$0.35	\$1.00

F₁ Hybrid Tomatoes!

Hybrid Tomatoes pay! On a recent test of 57 varieties at Brookings, South Dakota, Ball Extra Early Hybrid placed first on total yield of marketable fruits. Many florists who have tried this variety have written us praising its performance. Also adaptable for greenhouse forcing.

(F₁) HYBRID

- **Ball Extra Early.** An F₁ Hybrid earlier than Earliana. Large fruits, extremely smooth. Bred for highest quality fruit and earliness. Record yields in state controlled trials. Tr. pkt., \$1.00; 1/16 oz., \$2.25; 1/4 oz., \$7.50; 1 oz., \$25.00.
- **Ball Giant Hybrid.** Early, red, 7 1/2-ounce fruits. The addition to our **F₁ Hybrid Tomatoes** we have been looking for. An excellent producer of fine, solid red fruits. It is about two weeks later than our Ball Extra Early. Tr. pkt., \$1.40; 1/16 oz., \$3.20; 1/4 oz., \$10.65; 1 oz., \$32.00.
- Burpee Hybrid.** Medium sized; average 8 ounces in weight. Tr. pkt. (150 seeds), \$1.00; 1/8 oz., \$3.50; 1/4 oz., \$6.00; 1/2 oz., \$11.00; 1 oz., \$20.00.
- Burpee Big Boy Hybrid.** 78 days. Fruit to 1 pound. Note that this variety has 12,000 seeds per ounce. Tr. pkt. (150 seeds), \$1.00; 1/8 oz., \$7.00; 1/4 oz., \$12.00; 1/2 oz., \$22.00; 1 oz., \$42.00.
- Wonder Boy.** Extremely large, red, quality Tomatoes of excellent flavor for the critical home gardener. Tr. pkt., \$1.00; 1/8 oz., \$7.00; 1/4 oz., \$12.00; 1/2 oz., \$22.00; 1 oz., \$42.00.

"GROWING GREENHOUSE TOMATOES. Ohio State University Bulletin, 75c.

(F₁) HYBRID



TOMATO, BALL EXTRA EARLY

BALL QUALITY BULBS

GLOXINIAS

AMERICAN GROWN

Delivery January and February

F.O.B. California or Chicago. Minimum Order 100 Bulbs.

Emperor Frederic. Scarlet bordered white.	Roi des Rouges. Dark crimson.
Emperor William. Violet bordered white.	Princess Elizabeth. Blue with white throat.
Etoile de Feu. Scarlet.	Violacia. Soft violet.
Blanche de Meru. Rose with white throat.	Prince Albert. Dark violet.
	Mont Blanc. White.
	Tigrinia. Spotted and netted.

PRICES

Size	Per 100	Per 1000
1 1/4-1 1/2 in.	\$17.00	\$150.00
1 1/2-2 in.	25.00	225.00
2 in. up	32.00	300.00

BELGIAN GROWN

Delivery December-January

F.O.B. West Chicago. Minimum Order 100 Bulbs.

Emperor Frederic. Scarlet bordered white.	Princess Elizabeth. Blue with white throat.
Emperor William. Violet bordered white.	Violacia. Violet.
Etoile de Feu. Brilliant red.	Queen Wilhelmina. Pink.
King of the Reds. Red.	Mont Blanc. White.
Blanche de Meru. Rose with white throat.	Tigrinia. Spotted and netted.
	Meteor. Brilliant scarlet.
	Prince Albert. Dark violet.
	Mixture of all above colors.

PRICES

Size	Per 100	Per 1000
1 1/2-2 in.	\$16.00	\$150.00
2-2 1/2 in.	23.00	220.00
2 1/2 in. up	32.00	300.00

CANNAS

Quality 2- to 5-eye divisions. Delivery January thru spring 1957.

RED, GREEN FOLIAGE

President. Extremely large bright red flowers. Dwarf.

RED, BRONZE FOLIAGE

Red King Humbert. Large, light red flower. Tall.

YELLOW, GREEN FOLIAGE

Richard Wallace. Large, solid yellow.

Yellow King Humbert. Large yellow variegated.

ORANGE, BRONZE FOLIAGE

Wyoming. Large dark orange. Medium.

PINK, GREEN FOLIAGE

City of Portland. Large pink. Medium.

Hungaria. Large, dark pink flower. Dwarf.

Prices: \$6.50 per 100; \$60.00 per 1000.

Minimum order 100, 50 of a variety. 250 at 1000 rate.

COLLECTION

TUBEROUS BEGONIA—GLOXINIA COLLECTION

Belgian Grown—Delivery January to March

All bulbs in this collection should be started in a minimum night temperature of 70 degrees, to be finished in 5 or 6-inch pots. These bulbs are ideal for bedding in partial shade, and you should have them available for counter sales.

Each Unit Contains:

150 Tuberous-Rooted Begonias. 1 1/2-2 inch Assorted

100 Gloxinias. 1 1/2-2 inch Assorted

250 Bulbs (Collection), \$31.50.

F.O.B. West Chicago.

TUBEROUS BEGONIAS

Double Camellia Flowered

AMERICAN GROWN

Delivery January-February

F.O.B. California or Chicago

Minimum order 100 bulbs.

Light Salmon	White
Red Salmon	Blush
Flame Orange	Pink
Dark Salmon	Yellow
Cardinal Red	Apricot
Dark Red	Orange
Scarlet	Rose

American Beauty

American Grown

Per 100 Per 1000

\$ 9.50 \$ 85.00

14.50 135.00

19.00 180.00

27.00 255.00

PRICES

Size

1 1/4-1 1/2 in.

1 1/2-2 in.

2-2 1/2 in.

2 1/2 in. up

BELGIAN GROWN

Delivery December-January

F.O.B. West Chicago

Minimum order 100 bulbs.

Scarlet	Rose
Crimson	Salmon
Yellow	Orange
White	Mixed
Copper	

Belgian Grown

Per 100 Per 1000

\$ 7.00 \$ 60.00

11.00 90.00

16.00 140.00

22.00 200.00

CALADIUMS

January-February

Candidum. White with green veins.

Crimson Wave. Crimson, with dark green border. Large, crinkled, transparent leaves.

Dutch Frill. Strap leaf variety. Maroon leaves with green frilled border. Many leaves.

Edith Meade. Snow-white, narrow green border, red midribs.

Exposition. Bright crimson, scarlet ribs on dark green background. Large leaves.

Fannie Munson. Bright crimson; scarlet ribs with narrow green edge.

Hortulania. Bright crimson-red with bluish tint.

Irene Dahlberg. New dwarf. White leaf with pink hue.

Itacapus. Dark red with small brighter red spots.

John Peed. Bright red center; green border. Medium size.

Lady in Red. Another name for Madam Truall.

Macahyba. Bronze colored leaves with green and red rays; large pink and white splashes.

Marie Moir. White with green veins and greenish white margin; red spots.

Miss Sylvia Pierce. Cerise center with green border. Large leaves.

Mrs. F. Sanders. Dark green leaf heavily blotched deep rose. Roundish, large leaves.

Mrs. W. B. Haldeman. Red center; narrow green margin. Bushy.

Pink Cloud. Good grower, crumpled leaf, shaded pink, mottled.

Pink Hortulania. Bright first growth, later turning to transparent pink. Dwarf, beautiful plant.

Pink Lady. New. Never on market before. Shiny pink leaf with red midribs and narrow green border. Many leaves.

Poecile Anglais. Deep crimson leaf, bordered metallic green. Low growing, bushy, and very popular.

Red Ensign. Bright metallic red, green border. Very bushy.

Red Flare. Scarlet, blotched with two shades of green. An extra good pot plant.

Red Frill. Strap leaf variety. Very bright red leaves with frilled edges.

Rosalie. Strap leaf variety. Shiny red leaves with green border. Many leaves.

Rosebud. Dwarf. Rose leaf with light green border. Beautiful pot plant.

Stoplight. Bright red, narrow green border. Bushy.

Texas Beauty. New dwarf. Bronze green leaf heavily blotched with pink; bright red midribs. Large leaves. A beauty.

Thomas Tomlinson. Brilliant red, narrow green margin. One of the best reds. Bushy.

T. L. Meade. Bronze-red leaves; bright red midribs and veins. Very bushy.

White Christmas. New. Similar to Candidum. All white between green midribs; green border. Very bushy.

Caladium Prices

Named and Mixed Varieties

Size	Per 100	Per 1000
No. 2. 1-1 1/2 in. diameter	\$12.00	\$100.00
No. 1. 1 1/2-2 in. diameter	17.50	150.00
Jumbo. 2 1/2-3 1/2 in. diameter	27.50	250.00
Mammoth. 3 1/2 in. up	35.00	325.00

F.O.B. Florida. Minimum order 50 bulbs.

Japanese Grown Lily Bulbs

RUBRUM (Speciosum)



Carminé-Pink

December to July Delivery

	Per 100	Per Case
7- 9 in., 250 bulbs per case	\$20.00	\$41.00
8- 9 in., 200 bulbs per case	25.00	41.00
9-10 in., 140 bulbs per case	33.00	40.00
9-11 in., 125 bulbs per case	37.00	40.00
10-11 in., 100 bulbs per case	42.50	40.00

AURATUM (Gold Band)

White, spotted crimson, gold stripes

December to March Delivery

	Per 100	Per Case
7- 9 in., 250 bulbs per case	\$17.50	\$33.00
8- 9 in., 200 bulbs per case	20.00	35.00
9-10 in., 140 bulbs per case	27.00	34.00
10-11 in., 100 bulbs per case	36.00	33.00

ALBUM (Speciosum)

White Rubrum

December to July Delivery

	Per 100	Per Case
7- 9 in., 250 bulbs per case	\$40.00	\$82.50
8- 9 in., 200 bulbs per case	45.00	82.50
9-10 in., 140 bulbs per case	65.00	82.50

(Subject to Crop)

PLATYPHYLLUM

Less spotted than Gold Band

December to April Delivery

	Per 100	Per Case
7- 9 in., 250 bulbs per case	\$18.00	\$38.00
8- 9 in., 200 bulbs per case	24.00	39.00
9-10 in., 140 bulbs per case	30.00	38.00

All Japanese-Grown bulbs F.O.B. Chicago, Omaha, Toledo, Philadelphia. Prices subject to change. Bulbs subject to crop.



RUBRUM LILY

GIGANTEUM

White Trumpet

December to July Delivery

	Per 100	Per Case
7- 9 in., 300 bulbs per case	\$18.00	\$45.00
8-10 in., 225 bulbs per case	27.50	50.00

WEST COAST LILY BULBS

CROFT LILIES

Delivery November on.

F.O.B. Cold Storage

	Per 100	Per Case
7- 8 in., 250 bulbs per case	\$26.00	\$60.00
8- 9 in., 200 bulbs per case	45.00	80.00
9-10 in., 150 bulbs per case	56.00	72.00

ESTATE

December to May Delivery

Taller, later and freer flowering than Croft. Prefer for cutting. F.O.B. cold storage.

	Per 100	Per Case
7- 8 in., 250 bulbs per case	\$25.00	\$55.00
8- 9 in., 200 bulbs per case	40.00	72.50
9-10 in., 150 bulbs per case	50.00	65.00

ACE LILIES

Delivery November On

F.O.B. Cold Storage

	Per 100	Per Case
7- 8 in., 250 bulbs per case	\$35.00	\$80.00
8- 9 in., 200 bulbs per case	51.00	95.00
9-10 in., 150 bulbs per case	61.00	84.00

BALL HARDY LILY COLLECTION

January to March Delivery

F.O.B. West Chicago, Ill.

An ideal unit for growers who want only a small number of Lilies in several varieties. Each unit contains cultural information for both greenhouse and outdoor growing of each variety. Pictures of each variety are also included to help you sell bulbs.

40 Bulbs	Croft. Trumpet. Pure white.
40 Bulbs	Rubrum. Reflex. Carmine-pink.
40 Bulbs	Aurat. Bowl. Wh. spotted crimson; yel. stripes.
40 Bulbs	Album. Reflex. White Rubrum.

160 Bulbs (1 Case—Collection) \$42.00

BIRD'S Vita-Bands and Pots

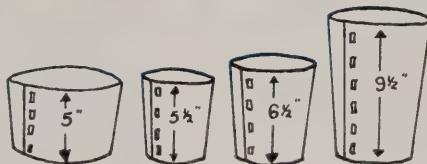
VITA-M POTS



A new pot of molded pulp construction, closely resembling a clay pot in appearance and dimensions. Extremely light weight, but completely durable. Roots do not grow through the sides or bottom.

Size	Wt. per 1000	Packed Per case	Price Per 1000
2 1/4 in.	16 lbs.	1000	\$10.75
2 1/2 in.	19 lbs.	1000	12.50
3 in.	27 lbs.	1000	17.50
3 1/2 in.	37 lbs.	1000	20.50
4 in.	50 lbs.	500	24.00

PERENNIAL POTS



A better perennial pot for Roses, vines, shrubs and other perennials. Made of a tough material with hard, smooth coating inside and out. Solid stapled bottom with openings for drainage.

5-inch high pot designed for use as a Mum pan.

5 1/2-inch high pot designed for small perennials and bulbs.

6 1/2-inch high pot designed for larger perennials, junior Roses and vines.

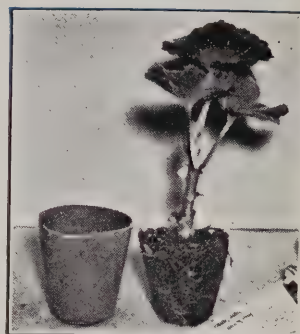
9 1/2-inch high pot designed for larger Roses, larger perennials such as Peonies, large vines and shrubs.

NOTE: Order by height—not top diameter.

Height	Top Dia.	Wt. per 1000	Per Case of 200	Per 1000
5 in.	8 in.	325 lbs.	\$13.70	\$65.00
5 1/2 in.	5 in.	165 lbs.	8.30	39.50
6 1/2 in.	6 in.	220 lbs.	11.90	56.50
9 1/2 in.	7 in.	355 lbs.	14.50	69.00

Minimum order, case of 200 of one size. 3 cases at 1000 price. Net, F.O.B. West Chicago or East Walpole, Mass. Shipped in case lots only.

VITA-POTS and RED POTS



VITA-POTS: Sturdy, resinous pots, nutrient-treated. Grow and ship in same pot. The larger sizes are nice for perennials.

RED POTS: For shipping purposes only.

RED POTS			VITA-POTS		
Size	Wt.	Per 1000	Wt.	Per 1000	
2 in.	10 lbs.	\$8.60	20 lbs.	\$14.60	
2 1/4 in.	12 lbs.	8.60	25 lbs.	14.95	
2 1/2 in.	16 lbs.	8.70	31 lbs.	15.50	
3 in.	22 lbs.	9.15	43 lbs.	17.40	
3 1/2 in.	32 lbs.	12.20	60 lbs.	22.70	
4 in.	42 lbs.	14.70	76 lbs.	25.70	
5 in.	66 lbs.	18.15	120 lbs.	33.40	

PACKING: 4- and 5-inch, 500 per case. All others 1000 per case.

VITA-BANDS



Nutrient-treated Vita-Bands, of a fibre resin construction, enable seedlings and cuttings to make very rapid and luxuriant growth, especially in the early stages. They retain moisture and cut your watering time. Three types of Vita-Bands are offered:

VITA-BAND 10 for growing periods of 8 to 10 weeks.

VITA-BAND D disintegrates in the soil when transplanted—no need to remove band.

VITA-BAND H for extra-long growing periods.

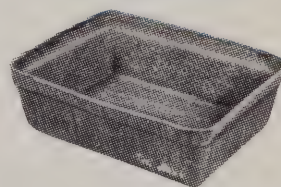
VITA-BAND	1 1/2 x 1 1/2 x 2 1/2	1 3/4 x 1 3/4 x 2 1/2	2 x 2 x 2 1/2	2 x 2 x 3	2 1/2 x 2 1/2 x 3	3 x 3 x 3	4 x 4 x 3	4 x 4 x 4
10	\$3.90 per 1000 2000 per case (31 lbs.)	\$4.20 per 1000 2000 per case (36 lbs.)	\$4.80 per 1000 2000 per case (40 lbs.)	\$5.30 per 1000 2000 per case (48 lbs.)	\$6.00 per 1000 2000 per case (59 lbs.)	\$6.90 per 1000 1000 per case (35 lbs.)	\$9.00 per 1000 500 per case (23 lbs.)	\$11.25 per 1000 500 per case (31 lbs.)
D	\$4.05 per 1000 2000 per case (21 lbs.)	\$4.35 per 1000 2000 per case (24 lbs.)	\$4.90 per 1000 2000 per case (27 lbs.)	\$5.60 per 1000 2000 per case (32 lbs.)	\$6.05 per 1000 2000 per case (41 lbs.)	\$7.05 per 1000 1000 per case (24 lbs.)	\$9.25 per 1000 1000 per case (32 lbs.)	\$11.60 per 1000 1000 per case (42 lbs.)
H		\$5.60 per 1000 1000 per case (28 lbs.)	\$5.95 per 1000 1000 per case (32 lbs.)	\$7.10 per 1000 1000 per case (38 lbs.)	\$7.65 per 1000 500 per case (24 lbs.)	\$8.50 per 1000 500 per case (28 lbs.)	\$10.45 per 1000 500 per case (37 lbs.)	\$12.90 per 1000 500 per case (49 lbs.)

SOLD IN CASE LOTS ONLY

COMBINATION 1000 Flats with 12,000 Vita-Band 10. Per 1000 Sets		SOLD IN UNITS OF 250 SETS ONLY		Tom Thumb Flats	
Size No. 1	Size No. 2			Size No. 1	Size No. 2
\$88.00	\$97.00		Per 1000	\$44.70	\$49.60

Size No. 1 holds 12—1 3/4 x 2 1/2 Bands. Size No. 2 holds 12—2 x 2 1/2 bands.

GRO-TAINER



A new molded pulp seedling tray. Extremely resistant to deterioration. 6 1/2 x 8 x 2 1/2 inches deep.

Case of 200 (28 lbs.), \$11.60.

WOOD POT LABELS

Finest quality made out of clear white Pine. F.O.B. shipping point.

Size	Plain Per 1000	Painted Per 1000
4 x 5 1/8 inch	\$3.00	\$3.55
5 x 5 1/8 inch	3.20	3.80
6 x 5 1/8 inch	3.50	4.30
8 x 5 1/8 inch	5.15	6.35
10 x 5 1/8 inch	6.15	7.45
12 x 5 1/8 inch	7.15	8.75

Copper Wired

3 1/2 x 5 1/8 inch	3.55	4.35
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The 4, 5 and 6-inch pot labels are packed in cartons of 1000 each; and the 8, 10 and 12-inch in cartons of 500 each. Prices of printed labels on request.

BALL BETTER PLANT BANDS

for Bedding Plants . . Chrysanthemums . . Perennials
Nursery Stock . . Carnations . . Vegetables

Sometimes it's better to use Bands because: and It's always better to use Ball Bands because:

Plant Bands are **less expensive** than pots . . . **firm, clean and disease-free** . . . **hold more soil** than a pot of equal diameter . . . **fit close—no waste space** . . . **lighter** to handle and store . . . **need less water** . . . **keep soil ball intact** . . . **rapidly filled**—faster than small pots one at a time . . . **pack tightly and compactly** for small plant shipping . . . **produce high quality plants** as proven through years of use by growers everywhere.

They are made of **sturdy, long-fibered, fine-grained basswood** and fastened with **rust-resistant staples** . . . **treated** before shipping to prevent mildew and fungous growths . . . **air-dried and kiln-dried** to eliminate excess moisture, making them **lighter in weight** for shipping (as much as 25% to 50% lighter than others) . . . **packed in two valuable greenhouse flats at no extra cost** . . . a "best buy"—**tops in quality and low in price on the basis of a final delivered cost.**



Tomatoes and Peppers can be handled conveniently in Veneer Plant Bands. A PlanTray of twelve banded plants may be sold as a unit, or the individual plants taken out—no root disturbance in either case.

Prices Net, F.O.B. West Chicago, Ill.

Size	Shipping Weight		Per 1000 in quantities as shown below			
	Units of	per 1000	0-9,000	10,000-24,000	25,000-49,000	50,000-Up
1 3/4 x 1 3/4 x 2	2,000	17 lbs.	\$5.85	\$5.50	\$5.15	\$4.90
1 3/4 x 1 3/4 x 2 1/2	2,000	18 lbs.	6.00	5.65	5.25	5.00
2 x 2 x 2	2,000	19 lbs.	6.00	5.65	5.25	5.00
2 x 2 x 2 1/2	2,000	20 lbs.	6.15	5.75	5.35	5.10
2 x 2 x 3	2,000	21 lbs.	6.70	6.30	5.90	5.60
2 1/2 x 2 1/2 x 2 1/2	2,000	22 lbs.	6.70	6.30	5.90	5.60
2 1/2 x 2 1/2 x 3	2,000	23 lbs.	7.15	6.70	6.25	5.95
3 x 3 x 3	1,000	33 lbs.	7.45	7.00	6.50	6.20
3 x 3 x 4	1,000	45 lbs.	7.80	7.30	6.85	6.50
4 x 4 x 3	1,000	45 lbs.	7.80	7.30	6.85	6.50
4 x 4 x 4	1,000	48 lbs.	8.85	8.30	7.75	7.40

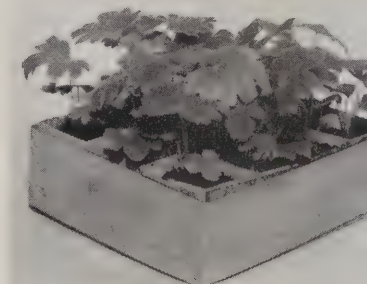
BALL Veneer "PlanTrays"

PlanTrays are designed to hold the various sizes of plant bands, or may be used without bands, as a small pack for plants. Several sizes are well suited for handling Jiffy-Potted plants. Ball **PlanTrays** are manufactured in the same careful manner as Ball Veneer Plant Bands. They are shipped knocked down but with one edge of the bottom stitched to a side so that they may be "set up" in a jiffy. Thoroughly air-dried and kiln-dried, they are lighter in shipping weight.

The **R-type** PlanTrays are made of lightweight veneer for fast-growing plants, and hold 12 bands. The **X-type** are made of extra heavy veneer for longer life, and also hold 12 bands. The **S-type** are made of lightweight veneer and hold 25 bands. The **SX-type** also hold 25 bands, but are made of extra heavy veneer.

All Prices, Net. F.O.B. our warehouse in West Chicago, Ill.

Size	Dimensions	Shipping Weight	Prices per 1000 as shown below		
			Units of	0-875	1000-2375
No. 1-R (5 3/4 x 7 3/8 x 2 1/2—holds 12 1 3/4 x 2 1/2 bands)		125	88 lbs.	\$46.30	\$44.20
No. 2-R (6 3/8 x 8 3/8 x 2 1/2—holds 12 2 x 2 1/2 bands)		125	104 lbs.	49.40	47.20
No. 1-X (5 7/8 x 7 3/4 x 2 1/2—holds 12 1 3/4 x 2 1/2 bands)		125	200 lbs.	57.80	54.40
No. 2-X (6 1/2 x 8 1/2 x 2 1/2—holds 12 2 x 2 1/2 bands)		125	240 lbs.	62.90	59.20
No. 3-X (8 1/8 x 10 5/8 x 2 1/2—holds 12 2 1/2 x 2 1/2 bands)		125	288 lbs.	69.70	65.60
No. 4-X (9 5/8 x 12 1/2 x 2 1/2—holds 12 3 x 3 bands)		125	320 lbs.	76.50	72.00
No. 1-S (9 1/4 x 9 1/4 x 2—holds 25 1 3/4 x 2 bands)		125	160 lbs.	55.20	53.00
No. 2-S (10 1/2 x 10 1/2 x 2—holds 25 2 x 2 bands)		125	216 lbs.	60.80	56.90
No. 1-SX (9 3/8 x 9 3/8 x 2—holds 25 1 3/4 x 2 bands)		125	288 lbs.	65.60	61.50
No. 2-SX (10 1/2 x 10 1/2 x 2—holds 25 2 x 2 bands)		125	320 lbs.	72.00	67.50
No. 3-SX (13 x 13 x 2 1/2—holds 25 2 1/2 x 3 bands)		125	400 lbs.	96.95	93.95



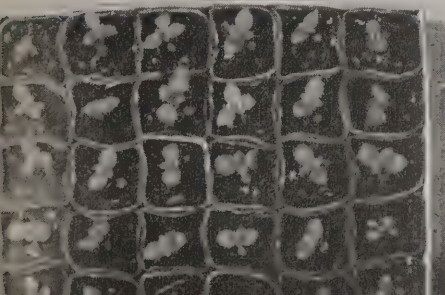
Delphinium—Veneer Plant Bands are especially nice for perennials.



A well grown crop of Carnations in Veneer Plant Bands.

Left: PlanTrays make a handy carrier for Jiffy-Pots. Notice how tightly they can be packed. A table of suitable sizes is listed on page 77.

Right: D. Hill Nursery, Dundee, Ill., pioneered the use of 2 1/2 x 2 1/2 x 3 inch bands in No. 3-SX PlanTrays for growing Evergreen cuttings in frames before lining out. Hills treat the bands and trays with a wood preservative so that they will stand up for two years. We can give you the formula for this.





This remarkable new pot is composed of 75% peat and 25% wood fiber and impregnated with 1.3% nitrogen, 1% phosphorus, and 1.6% potash. **Roots grow right through the walls**, permitting repotting into larger pots or benching without removing the **Jiffy-Pots**.

They are **inexpensive . . . light weight . . . long lasting . . . provide excellent root aeration . . . need less watering . . . and save considerable labor.**

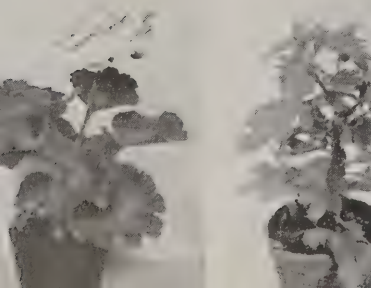
The most striking feature of Jiffy-Pots is the fast premium growth which they support . . . up to 50% faster and heavier than in other types of pots.



Petunias are fast growing—require lots of moisture and feed. Just the job for a Jiffy!



Tomatoes are an excellent subject for Jiffy-Pots. Planted in the garden without any growth check, they will produce earlier.



BEDDING PLANTS The main advantage is that your customers need not remove the **Jiffy-Pots** when planting in the garden—this is the ultimate in convenience, an important factor in selling merchandise today. Plant growth is unchecked in transplanting with **Jiffy-Pots** as the roots are not disturbed. Plants do not require watering immediately after transplanting and may be held for days if necessary without plant injury. The peat in the **Jiffy-Pot** enriches the garden soil. All types of annuals such as Petunias, Marigolds, Snapdragons, Asters and vegetables such as Tomatoes, Peppers, Cucumbers and Melons, thrive in **Jiffy-Pots**.

CARNATIONS Many Carnation growers throughout the country are using **Jiffy-Pots** extensively for potting their cuttings. The Joseph H. Hill Co. at Richmond, Ind., potted 150,000 cuttings in **Jiffy-Pots** last spring. Dick Mikesell, vice-president of the Hill Co., says: "We found we were expending 97½ more man-hours for every 25,000 cuttings planted in clay pots than were necessary in using **Jiffy-Pots**. Once in the **Jiffy-Pots** the plants are never disturbed and consequently the comparative growth over the ones in clay pots is quite noticeable."

CHRYSANTHEMUMS Cuttings can be potted in **Jiffy-Pots** and grown pot-to-pot for three or four weeks in much less space than required when benched. Then the **Jiffy-Potted** Mums are benched, pot and all, with the usual spacing. In year-round Mum programs some growers have gained additional production by this method. **Garden varieties** of Mums are being grown nicely in 3-inch **Jiffy-Pots**.

GERANIUMS Growth is so rapid that two weeks can be cut from the production time for mid-season and late cuttings, even more from early fall propagations. Root the cuttings directly in **Jiffy-Pots** in the regular soil mixture. February and early March cuttings rooted in 2¼-inch **Jiffy-Pots** will make fine 4's for May sale—**Jiffy-Pots** also make ideal shipping containers. Wrapping every other **Jiffy-Potted** plant in newspaper holds them in place in the crate.

OTHER PLANTS **Poinsettias:** Holton & Hunkel of Milwaukee find that the fast growth in **Jiffy-Pots** lets them take cuttings later and extends the normal propagating season . . . **Hydrangeas:** from rooted cuttings to 2¼ in. **Jiffies** to 5 in. finishing pots—this fast cycle is used by several Hydrangea growers . . . **Cyclamen:** 3-inch **Jiffy-Pots** grow fine Cyclamen transplanted from flats . . . **Gloxinias and Tuberous Begonias:** use 3-inch **Jiffies** for starting the tubers . . . **Plants for Combinations:** **Jiffy-Potted** plants are great time savers for making up mixed pots, cemetery tubs and the like—no knocking out.

2¼-Inch		PRICES		3-Inch	
Quantity	Per 1000	Quantity	Per 1000	Quantity	Per 1000
3,000 to 18,000 (3,000, \$21.75)	\$7.25	1,500 to 9,000 (1,500, \$19.88)	\$13.25		
21,000 to 72,000	6.75	10,500 to 49,500	12.25		
75,000 up	6.50	51,000 up	11.25		
Sold in cases of 3,000. Minimum order 3,000, 35 lbs. per case.		Sold in cases of 1500. Minimum order 1500, 35 lbs. per case.			

F.O.B. our warehouse in West Chicago, Ill.; Bayonne, N. J.; Allentown, Pa.; Houston, Tex.; Santa Paula, Calif.; San Francisco, Calif.; and Portland, Ore.

Far left: A number of growers are rooting Geraniums right in the pot—find that the uniform moisture provided by Jiffies helps.

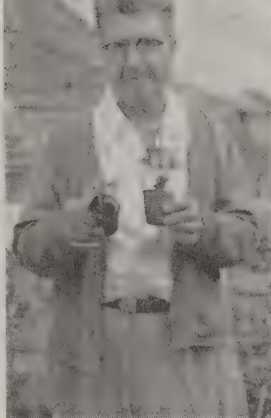
Left: Rooted Mum cuttings break rapidly through the walls of Jiffy-Pots. Can be started while waiting for bench space to open up.

Large two-color posters promoting the sale of bedding plants in Jiffy-Pots are available without charge. Let us know how many you need.

SAMPLES OF JIFFY-POTS ON REQUEST



Ken Fujii, Sec. of the Northern California Carnation Growers Assn., reports complete satisfaction with Jiffy-Pots on Carnations in Calif.



Above left, Mr. Harold R. Shepherd, Lewisburg, Ohio, found Jiffy-Pots very salable at the retail level because of the convenience of no pot removal, either by the sales clerk or by the customer in transplanting. Right, Jim Decker of Sidney, Ohio, holding a Tomato plant in a 3-inch Jiffy-Pot. By arrangement with a local shoe store, he gets hundreds of shoe boxes which he gives to customers to carry away the Jiffy-Potted Tomatoes.



Fred Pesche's Asters in Des Plaines, Ill. Three rows at right started in Jiffies—two on left in clay pots.



Willard Hartzell of Dayton, Ohio, looking at cloth house Snaps which he started from a February 14 sowing, transplanted to 2 1/4-inch Jiffy-Pots March 10, and benched in late April. They are grown single stem spaced 4 x 4 inches.

THESE
GROWERS
LIKE
JIFFY-POTS



PLANTRAYS HOLD JIFFY-POTS

PlanTrays make a convenient carrier for Jiffy-Pots, both when handling the plants during the growing period and when transporting them. Below you will find listed various sizes of PlanTrays that are suitable for holding Jiffy-Potted Plants:



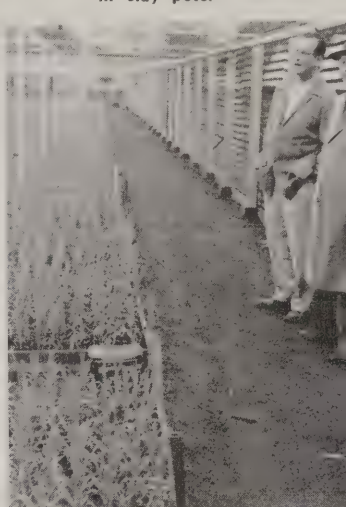
No. 2-X holds 12 2 1/4-inch or 6 3-inch.

No. 3-X holds 12 3-inch.

No. 2-SX holds 25 2 1/4 or 16 3-inch.

No. 3-SX holds 36 2 1/4-inch or 25 3-inch.

See page 75 for PlanTrays.



Here are Carnations in the Joseph H. Hill range, Richmond, Ind. Dick Mikesell of Hill's and Monty Wright of Ball's are looking over Hill's outdoor planting in Jiffy-Pots. Soon they will be taken indoors for benching.

Molesta PLANT CARRIER

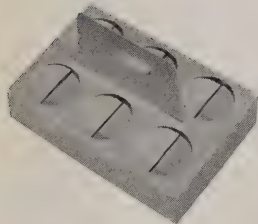
Helps Sell More Plants in Less Time

This handy carrier for six small potted plants fills a long-felt need by the florist. Developed through the ingenuity of Adrian Molesta of Molesta Floral Co., Grand Rapids, Mich., it has increased sales of small plants in Mr. Molesta's own establishment and has been a great saver of selling time. Be one of the first to offer this easy carry-out package to your customers!

The **Molesta Plant Carrier** can be used for all types of pots—clay, plastic, aluminum or **Jiffy-Pots**. The 2-inch pot size will accommodate either 2-inch or 2 1/4-inch pots. The 3-inch pot size accommodates the one size only. Made of sturdy tan cardboard with the inner surface varnished to resist damage by moisture, the carriers are shipped flat, in units of 200 2-inch or 100 3-inch, packed in cartons to conserve space.

Right, the unique design allows the Plant Carrier to nest in a compact stack. Alumi-potted foliage plants sell readily in this convenient carrier.

Extreme right, the Molesta Plant Carrier is ideal for Jiffy-Potted plants. Prevents damage through careless handling.



Below, Adrian Molesta of Grand Rapids showing Mums in clay pots in the Plant Carrier named after him and which won a national packaging award.



PRICES

2-Inch	Per 1000
200-800 (200, \$12.95)	\$64.75
1,000-4,800	60.20
5,000-9,800	55.55
10,000 up	53.25

Packed 200 per case, shipping weight 35 lbs. Minimum order 200

3-Inch	Per 1000
100-900 (100, \$9.65)	\$96.50
1,000-4,900	89.40
5,000-9,900	82.50
10,000 up	79.00

Packed 100 per case, shipping weight 38 lbs. Minimum order 100.

Prices net, F.O.B. West Chicago, Ill.



MARKET-PAKS

Two New Sizes Now Available!

To meet the demand of growers who have found the original Market-Pak so satisfactory, but who have felt a need also for a small **budget-size** "pak" as well as a **larger size** for higher priced sales, we have added **Market-Pak No. 24** and **Market-Pak No. 60** as companions to the original **Market-Pak**, now known as **No. 42**. These model numbers have been chosen because they indicate the number of square inches of soil surface found in each size.

MARKET-PAK POSTERS

To help you sell more Market-Pak't Plants, we have large, attractive posters describing the advantages of buying plants in **Market-Paks**. Use them in your own retail display, or if you are a wholesale grower you can pass them along to your retail outlets. Let us know how many you would like—no charge.

MARKET-PAK PRICES

No. 24. $4\frac{1}{8} \times 5\frac{3}{4} \times 2\frac{1}{2}$ inches deep. Packed 250 per case. Minimum order 250. Weight 17 lbs. per case.

Quantity	Per 1000
250-750 (250 for \$10.00)	\$40.00
1000-9,750	35.00
10,000-49,750	32.00
50,000 up	29.00

No. 42. $5\frac{1}{2} \times 7\frac{1}{2} \times 2\frac{3}{8}$ inches deep. Packed 200 per case. Minimum order 200. Weight 20 lbs. per case.

Quantity	Per 1000
200-800 (200 for \$9.20)	\$46.00
1000-9,800	42.00
10,000-49,800	38.00
50,000 up	34.00

No. 60. $6 \times 10 \times 2\frac{5}{8}$ inches deep. Packed 125 per case. Minimum order 125. Weight 19 lbs. per case.

Quantity	Per 1000
125-875 (125 for \$9.25)	\$74.00
1000-9,875	69.00
10,000-49,875	64.00
50,000 up	59.00

Prices net, F.O.B. our warehouses in West Chicago, Ill., or Bayonne, N. J. **SAMPLES ON REQUEST.**

WIRE FLATS

Market-Pak Carriers

Ideal for carrying **Market-Paks No. 42**, and specially designed to hold 8 of them.

Quantity	Per 100
25-75 (25 for \$13.75)	\$55.00
100-975	53.00
1000 up	50.00

Packed 25 per case. Minimum order 25. Weight 38 lbs. per case. Prices net, F.O.B. West Chicago, Ill.

MARKET-PAK SIZES and USES

No. 24. $4\frac{1}{8} \times 5\frac{3}{4} \times 2\frac{1}{2}$ inches. A budget-size package suitable for a dozen upright annuals such as Marigolds or Zinnias spaced close or $\frac{1}{2}$ -dozen spreading plants such as Petunias or Pansies. This size is well adapted to areas and markets where younger plants are sold.

No. 42. $5\frac{1}{2} \times 7\frac{1}{2} \times 2\frac{3}{8}$ inches. **The original Market-Pak** which has been used successfully by thousands of bedding plant growers and which has become the standard unit of sale for a dozen well grown plants.

No. 60. $6 \times 10 \times 2\frac{5}{8}$ inches. Suitable for one or two dozen plants, depending on type and size or quality desired.

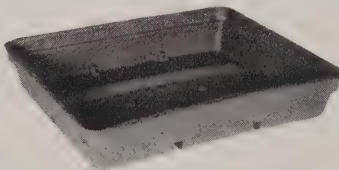
ADVANTAGES OF MARKET-PAKS

These small "pak" containers are a compromise between pots and large flats. Selling from pots is expensive and in many markets inefficient. Selling from large flats either **over-loads the customer** with too many of one variety and color, or **consumes selling time, digging and wrapping plants**—with all the headaches that involves. **Market-Pak** users report that they sell **more plants with less help** in the short, intensive sales period in the spring when help is hard to get.

Market-Paks make possible **better display, self-service, elimination of losses**. They have an **attractive, brick-red color** and smooth finish **better drainage lightweight easy to handle more durable**—hard pressed wood pulp product contains no material toxic to plant growth **can withstand steam sterilizing.**

BALL HALF FLAT

Similar to the Market-Pak in all respects, except larger and has special rib reinforcing on the bottom. Size $10 \times 12 \times 2\frac{3}{8}$ inches with eight drain holes. Holds about 3 dozen plants. Well suited for seed flats—no need to sterilize before use.



Ball Half Flat

Quantity	Per 1000
200-400 (200 for \$20.00)	\$100.00
600-4,800	90.00
5,000-19,800	85.00
20,000 up	80.00

Packed in cases of 200. Shipping weight 50 lbs. per case. Minimum order 200. Prices net, F.O.B. West Chicago, Ill., or Bayonne, N. J.

Below: Salvia, Marigold, and Petunia plants in Market-Paks.





Ernst, Inc., Muncie, Ind., used thousands of Market-Paks for annuals and Pansies. Above, Bill Powell, grower.



Thelma and Bill Risch, Indianapolis, Ind., grow quality annuals in Market-Pak. They find regular feeding essential to good growth and deep green foliage.



Bob Schrade of Schrade Plant and Floral Co., Cleveland, Ohio, report good results with bedding plants in the Ball Half Flat.



Bill Klein of Klein's Greenhouses, North Salem, Ind., handled many thousands of Market-Pak't plants this year. He specializes in wholesale growing of annuals.



Roy Hartley, S. Euclid, Ohio, shown with Don Cary, Ball Sales Manager. Roy is well pleased with the Market-Pak as a bedding plant container.

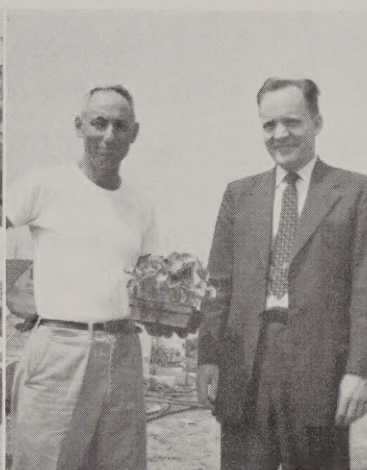
GROWERS EVERYWHERE ARE USING MARKET-PAKS



A section of self-service display at Fairview Plant Farm, Janesville, Wis. The Carlsons call Market-Paks "the key to self-service of bedding plants."



Herman Schmidt of Schmidt Greenhouses, Harvard, Ill., takes top cuttings off his Geraniums in the spring and plants them six to a Market-Pak, selling them for bedding plant use.



One of the largest and most successful users of Market-Paks in the metropolitan New York area is John M. Retzler, Jr. of Bethpage, L. I., shown above with Carl Ball.



Louis Holcomb of Smith Floral Co., Lansing, Mich., displays well grown and salable Mari-golds in Market-Paks.

Here's a Brand New Style Plastic Pot ~ RAINBOW PLASTIC POTS

We have long been searching for a plastic pot **modern in design** and **practical to use**—a pot which does not necessarily follow the conventional design.

We believe we have found it in the 2¼-inch **Rainbow Plastic Pot**. These pots have a **wide, non-tip base** which also means **greater soil capacity**—34% more than conventional pots. Three holes in the bottom provide **adequate drainage**. The walls are **strong** but thin, thus allowing **closer spacing**—as much as 25% more plants per square foot than clay pots when grown pot to pot. **Lightness in weight** makes easy handling and lower shipping costs. They are **warmer than evaporative type pots**—promote faster growth in cold weather.

Rainbow Plastic Pots have a pleasing, modern appearance and come in soft decorator's colors: Colonial-Green, Coral-Rose, Chartreuse, and Red, as well as brilliant Black. They are easy to clean because of their smooth finish and unbroken surface.



PRICES PER 1000

2¼ inch	Black	Colored
750-9,750	\$17.95	\$19.75
(750 Black, \$13.46)		
(750 Colored, \$14.81)		
10,500-19,500	17.00	19.00
20,250-49,500	16.25	18.25
50,250-99,750	15.75	17.75
100,500 up	15.25	17.25

Packed 750 per case. Minimum order 750 of one color. Shipping weight 14 lbs. per case. Prices net, F.O.B. West Chicago, Ill., Allentown, Pa., Dallas, Tex., and Alhambra, Calif.

SAMPLES ON REQUEST





Reynolds ALUMIPOTS* and ALUMIPAKS*

The Modern Way to Sell Plants!

Grow Top-Quality Plants in Bright Attractive Packages

Light Weight
Long Lasting

• Easy to Store
Less Watering

• Unbreakable
Save Labor

Clean and Disease Free

Broad-Based Pots for Stability

A growing-selling container—no need to repot or dress up for selling

In any type of Plant Sales outlet, the Container helps sell the plant! "The Modern Way is the Packaged Way."

The modern aluminum pots and bedding plant packs—Alumipots and Alumipaks—are designed to sell plants as well as grow them. Available in plain silver or colors: red, green, and gold. State color wanted.

ALUMIPOT* PRICES per 1000, NET, F.O.B. West Chicago, Ill.

Quantity	Light Gauge 2 1/4 in. Sq.		2 1/4 in. Round		3 in. Round	
	Plain	Colored	Plain	Colored	Plain	Colored
2,000-8,000	\$16.20	\$19.30	\$22.60	\$25.05	\$30.10	
10,000-48,000	15.15	18.05	21.15	23.55	28.30	
50,000-148,000	14.10	16.80	19.65	22.20	26.65	
150,000-480,000	13.15	15.65	18.35	21.15	25.45	
500,000 up	12.85	15.25	17.90	20.65	24.85	
Packed per case (Minimum order)	2,000	2,000	2,000	2,000	2,000	
Weight per case (Minimum order)	19 lbs.	25 lbs.	25 lbs.	37 1/2 lbs.	37 1/2 lbs.	

Quantity	4-in. Standard Pot		4-in. Fern Pot	
	Plain	Colored	Plain	Colored
1,000-9,000	\$39.75	\$49.45	\$36.75	\$46.30
10,000-24,000	38.40	47.75	35.50	44.75
25,000-49,000	37.10	46.10	34.25	43.15
50,000-99,000	35.75	44.40	33.05	41.60
100,000-249,000	34.65	43.10	32.05	40.35
250,000-499,000	33.60	41.75	31.05	39.10
500,000 up	32.80	40.75	30.30	38.15
Packed per case (Minimum Order)	1,000	1,000	1,000	1,000
Weight per case (Minimum Order)	39 lbs.	39 lbs.	30 lbs.	30 lbs.

PROVEN USES OF ALUMIPOTS

Foliage plants, blooming plants such as African Violets, pot Mums, Begonias, Azaleas, Geraniums, Primulas, etc.

Spring plants such as fancy Petunias, Lantanas, Coleus, Ageratum, annual Phlox, etc.

SIZES and SHAPES

2 1/4 inch square Alumipots (lightweight). A special pot for growing and shipping purposes.

2 1/4 inch, 3 inch, and 4 inch standard round Alumipots.

4 inch Fern Pot. 3/4 depth. Round.

SEND FOR FREE SAMPLES

ALUMIPAKS*

A sparkling, eye-catching container for growing and selling bedding plants—both annuals and vegetables. Strong and durable. Two sizes are available:

No. 804. 4 1/4 x 8 3/4 x 2 inches deep.

No. 808. 4 1/2 x 8 1/2 x 2 1/4 inches deep.

	Price per 1000	
	No. 804	No. 808
1,000-9,000	\$40.35	\$45.65
10,000-24,000	38.00	43.00
25,000-49,000	35.90	40.60
50,000-99,000	34.05	38.55
100,000-249,000	32.50	36.75

Net, F.O.B. West Chicago, Ill. Packed 1000 per case. Minimum order 1000. Weight: No. 804, 34 lbs. per case; No. 808, 40 lbs. per case.

Write for prices on larger quantities.

SEND FOR FREE SAMPLES

*TRADEMARK - Reynolds Metals Co.

"Sparkling, clean Alumipaks help customers to serve themselves," says Louis Romence (left) of Romence Gardens, Grand Rapids, Mich. Right, Mrs. Dick Hazeleger of Kalamazoo shows a flat of nine Alumipaks of Portulaca. The Hazelegers like Alumipaks for their lightness, durability and bright eye-appeal.



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